

RUN YOUR SALE LIKE THE PROS!

STOREFRONT SALES STRATEGY

SHOWN SELL FOCUS

- Scalable - More Scouts, More Shifts
- One Scout Per Shift
- 8 Hour Selling Commitment
- Easy Sales Forecasting

BUILD A TEAM

- Popcorn Kernel Team
- Shared Ideas & Efforts
- Tribal Knowledge Passed Down
- Scalable

BOOKING LOCATIONS

- Start Early! Late Spring, Early Summer
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops, etc.
- Shifts Dependent on Unit Size & Goal

RECRUITING

- Recruit at Show N Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information

MOTIVATING SCOUTS

- Start Prizes at Per Scout Goal
- 3% - 12% - Tiered Structure
- Recognition for Top Seller Status
- Fun, Games, Pie Face

SALES TRACKING

- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real-Time Reporting

PARENT BUY-IN

- Personal Growth Program
- One Fundraiser Per Year
- No Dues
- Unit Culture: It's What We Do

