

MERIT BADGE SERIES



SALESMANSHIP



BOY SCOUTS OF AMERICA®

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"Enhancing our youths' competitive edge through merit badges"



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Salesmanship

1. Do the following:
 - (a) Explain the responsibilities of a salesperson and how a salesperson serves customers and helps stimulate the economy.
 - (b) Explain the differences between a business-to-business salesperson and a consumer salesperson.
2. Explain why it is important for a salesperson to do the following:
 - (a) Research the market to be sure the product or service meets the needs of customers.
 - (b) Learn all about the product or service to be sold.
 - (c) If possible, visit the location where the product is built and learn how it is constructed. If a service is being sold, learn about the benefits of the service to the customer.
 - (d) Follow up with customers after their purchase to confirm their satisfaction and discuss their concerns about the product or service.
3. Write and present a sales plan for a product or service and a sales territory assigned by your counselor.
4. Make a sales presentation of a product or service assigned by your counselor.
5. Do ONE of the following and keep a record (cost sheet). Use the sales techniques you have learned, and share your experience with your counselor:
 - (a) Help your unit raise funds through sales of merchandise or of tickets to a Scout event.
 - (b) Sell your services such as lawn raking or mowing, pet watching, dog walking, snow shoveling, and car washing to your neighbors. Follow up after the service has been completed and determine the customer's satisfaction.
 - (c) Earn money through retail selling.

6. Do ONE of the following:
 - (a) Interview a salesperson and learn the following:
 - (1) What made the person choose sales as a profession?
 - (2) What are the most important things to remember when talking to customers?
 - (3) How is the product or service sold?
 - (4) Include your own questions.
 - (b) Interview a retail store owner and learn the following:
 - (1) How often is the owner approached by a sales representative?
 - (2) What good traits should a sales representative have? What habits should the sales representative avoid?
 - (3) What does the owner consider when deciding whether to establish an account with a sales representative?
 - (4) Include at least two of your own questions.
 7. Investigate and report on career opportunities in sales, then do the following:
 - (a) Prepare a written statement of your qualifications and experience. Include relevant classes you have taken in school and merit badges you have earned.
 - (b) Discuss with your counselor what education, experience, or training you should obtain so you are prepared to serve in a sales position.
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Salesmanship Resources

Scouting Literature

Boy Scout Journal; American Business, Communication, Entrepreneurship, Inventing, Personal Management, and Public Speaking merit badge pamphlets

Visit the Boy Scouts of America's official retail website (with your parent's permission) at <http://www.scoutstuff.org> for a complete listing of all merit badge pamphlets and other helpful Scouting materials and supplies.

Books

- Adams, Rob, and Terry Adams.
Success for Less: 100 Low-Cost Businesses You Can Start Today. Entrepreneur Media, 1999.
- Bochner, Arthur, and Rose Bochner.
The New Totally Awesome Business Book for Kids, 3rd ed. Newmarket Press, 2007.
- Brescoll, James, and Ralph M. Dahm.
Opportunities in Sales Careers. VGM Career Horizons, 2001.

Chatzky, Jean. *Not Your Parents' Money Book: Making, Saving, and Spending Your Own Money.* Simon & Schuster Books for Young Readers, 2010.

Girard, Joe, and Stanley H. Brown.
How to Sell Anything to Anybody. Fireside, 2006.

Godfrey, Neale S. *Neale S. Godfrey's Ultimate Kids' Money Book.* Simon & Schuster Books for Young Readers, 2002.

Joachim, Jean C. *Beyond the Bake Sale: The Ultimate School Fund-Raising Book.* St. Martin's Griffin, 2003.

Schiffman, Stephan. *25 Sales Skills They Don't Teach at Business School.* Adams Media, 2002.

Organizations and Websites

The BizWorld Foundation

311 California St., Suite 750
San Francisco, CA 94104
Toll-free telephone: 888-424-9543
Website: <http://www.bizworld.org>

Education, Training, and Enterprise Center

200 Federal St., Suite 244
Camden, NJ 08103

Toll-free telephone: 800-963-9361

Website: <http://www.edtecinc.com/nye/index.htm>

Junior Achievement

One Education Way
Colorado Springs, CO 80906
Telephone: 719-540-8000

Website: <http://www.ja.org>

Teen Business Link

Website: <http://archive.sba.gov/teens>

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Our appreciation to C.J. Hayden, the author of *Get Clients Now!*, who contributed tips on sales presentations. (Useful sales and marketing techniques can be found at Hayden’s website, <http://www.getclientsnow.com>. Get your parent’s permission first.)

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