SALESMANSHIP
SALESMAINSHP

“Enhancing our youths’ competitive edge through merit badges”
5. Make an accident prevention plan for five family activities outside the home (at your place of worship, at a theater, on a picnic, at the beach, and while traveling, for example). Each plan should include an analysis of possible hazards, proposed action to correct hazards, and reasons for the correction you propose in each plan.

6. Plan and complete a safety project approved by your counselor for your home, school, place of worship, place of employment, or community.

7. Explain what the National Terrorism Advisory System is and how you would respond to each type of alert.

8. Learn about three career opportunities in the field of safety. Pick one career and find out the education, training, and experience required for this profession. Discuss this choice with your counselor, and explain why this profession might interest you.

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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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**Scholarship**

1. Do ONE of the following:
   (a) Show that your school grades have been an average of B or higher (80 percent or higher) for one term or semester.
   (b) Show that for one term or semester you have improved your school grades over the previous period.

2. Do TWO of the following:
   (a) Make a list of educational places located where you live (other than schools). Visit one, and report on how you used the place for self-education.
   (b) With your counselor’s and your parent’s approval, interview two professionals (other than teachers or other professionals at your school) with established careers. Find out where they were educated, what training they received, and how their education and training have helped prepare them for the career they have chosen. Find out how they continue to educate themselves. Discuss what you find out with your counselor.
   (c) Using a daily planner, show your counselor how you keep track of assignments and activities, and discuss how you manage your time.
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](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.  

Bochner, Arthur, and Rose Bochner.  

Brescoll, James, and Ralph M. Dahm.  

Chatzky, Jean.  

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

Godfrey, Neale S.  

Joachim, Jean C.  

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](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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