

UNIT TIPS FOR SUCCESS

1. Establish a Unit Goal!!!

| | |
|------------------------|----------------|
| Unit Goal | \$2,500 |
| # Scouts | 50 |
| # Cards per Scout | <u>20</u> |
| Total Cards | 1,000 |
| | |
| Total Sales | \$5,000 |
| | |
| Unit Commission | \$2,500 |

2. Establish a per Scout Goal to achieve Unit Objective.
 - a. Set EXPECTATION for Families
3. Schedule Sales Date and Time in Prominent Location (Publix, Walmart, Banks on payday, Marinas, etc.)
4. Sell to Friends, Family Members, Places of Worship and Work Sites.
5. Approved Council Fundraiser ---CAN WEAR UNIFORM!!!!
6. Close Out on Time.
7. Emphasize Value of Card. Over \$100 in discounts!!!
8. NO RISK!!! Simply return any unsold cards.
9. Remember.....In the end, the customer is investing in a Scout in Uniform, not necessarily what's on the card.
10. Council will provide liability insurance certificate for stores/businesses needing proof of insurance. (Call Rosa Donaldson-Moss at the council office)

SCRIPT

Hi, my name is _____. I am a _____ Scout in _____ #_____. I am trying to earn my way to summer camp. Would you like to purchase a Camp Card for \$5. It has a value of more than \$100 and includes a \$2 off coupon for Publix.