Popcorn Scripts to Teach Your Scouts

THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA

- Modify scripts to match your unit or Scout's goals and your Scout's personality.
- KISS: Keep it Simple (silly), keep it direct, keep it polite.
- When "teaching" scouts try **"The Good, the Bad and the Ugly"** approach.
- After each "version", have the Scouts tell you what you did wrong and then fix it.

- UGLY:
Shirt untucked, hat on backwards, speak softly, no eye contact, impolite, a really ugly sale

- BAD:
Fix the ugly things above, but stammer, ramble on, do things out of order, etc.
It's not Ugly but it sure isn't good.

- GOOD:
This is how you want your Scouts to do it. Short and sweet, close the deal.

- Simple and short is better:
    o Introduction
    o Why you are selling it
    o What you are selling
    o Ask the customer to take action
    o Close
    o *Have the Scouts practice ... out loud ... to an adult ... several times.*

Sample Door-to-Door Script

Hi. My name is _____. (first name only)

I'm a Cub/Boy Scout with Pack/Troop/Post/Crew _____.

We're raising money to. (trip, event, purchase, etc.)

You can support us by buying some of our delicious popcorn.

(Hand customer Take Order form and a pen)

Will you help me?

Sample Show-and-Deliver Script

Hi. My name is _____. (first name only)

I'm a Cub/Boy Scout with Pack/Troop/Post/Crew _____.

We're selling popcorn to raise money for our Pack/Troop to.

I happen to have these items with me today

(Hand customer the Take Order form) or you can get any other item and I will deliver it.

Will you help me?

Sample Show-and-Sell Script

Hello sir/ma'am. My name is _____. (first name only)

I'm a Scout with Pack/Troop/Post/Crew _____ here in _____ (city).

We're selling popcorn to raise money to. By buying popcorn today, you'll help me earn my way and do fun things with my Pack/Troop all year-long.

This product is my favorite *(point to favorite mid-priced item)*.

Can you help us today?