

HOW TO RUN A SUCCESSFUL STOREFRONT SALE



SECURE A LOCATION

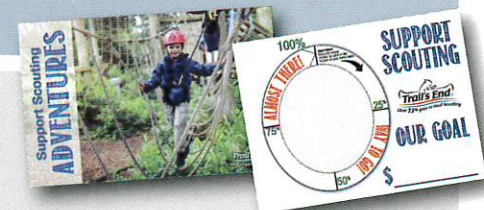
Start early! Find high traffic locations in your area and secure dates and times for your unit. With permission from the store manager, position your table in front of the entrance. Don't underestimate local sporting events and tailgates!

MAKE A SCHEDULE

Determine which Scouts will work which time slots; 2-3 Scouts per shift is recommended. Keep shifts short (1-2 hours) so Scouts do not lose energy. Try to pair experienced or outgoing Scouts with those that are more shy.

ARRANGE CREDIT CARD PROCESSING

Sign your unit up with a mobile credit card processor. Lead with it at the table; let the customer know up front! Industry research indicates that the ability to accept credit cards increases revenue by as much as 23%.



SET UP TABLE DISPLAY

Be sure to keep your table clean and organized. Hang a Trail's End Show N Sell banner on the front of the table, or have your Scouts design their own (don't forget to include the name of your local community)! Use a Trail's End Flip Board, or make your own, to attract attention and create excitement.

PREPARE SCOUTS AND PARENTS

Scouts should always wear their Class A uniform! Keep Scouts in front of the table, instead of hiding behind it. Give each Scout a responsibility: promote the sale, bring customers to the table, go over product options and close the deal. Make sure parents at each shift have change to break large bills. Pull donations together and put towards Military Donations.



TOP SELLER TIP

Our Top Seller, Luke, suggests up-selling to earn a higher sale. For example, if a customer likes a chocolate product, recommend the Chocolate Lover's Collection. Or, if they aren't interested in the food products, offer a Military Donation.



RESOURCES

Visit Sell.Trails-End.com for more sale resources, including downloads of our Show N Sell banners and Flip Board.