

UNIT TIPS FOR SUCCESS

1. Establish a Unit Goal!!!

Unit Goal	\$5,000
# Scouts	50
# Cards per Scout	<u>20</u>
Total Cards	1,000
Total Sales	\$10,000
Unit Commission	\$5,000

2. Establish a per Scout Goal to achieve Unit Objective.
 - a. Set EXPECTATION for Families
3. Schedule Sales Date and Time in Prominent Location (Locations that are on Camp Card, locations with “high traffic, banks on payday, etc.)
4. Sale 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 \$___ 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 Beth Whitley at the Scout Office at (910) 395-1100 ext. 29).

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 \$10. It has a value of more than \$100 that will allow you to more than make your money back.