

## Selling in your Community: Closing The Sale



### **Appearance:**

- All Scouts in Uniform.
- All youth know the presentation.
- All youth are courteous at all times
- Everyone spoken to is shown appreciation for taking the time to listen.

### **Scout Presentation/5 Principles to Success:**

- Tell them who you are-first name only.
- Tell them where you are from.
- Tell them what you are doing.
- Tell them what they can do for you.
- Close the sale.

### **Psychological Effects:**

- Telling them a first name only makes the consumer feel as if they are buying from someone they know.
- Telling them where you are from helps build an attachment to the community.
- Telling them what you are doing shows you are taking responsibility to earn your way to camp.
- Telling them what they can do for you will inform them on how they can be of service to you, thereby helping their community.
- By using a statement to close the sale you avoid asking them to make a purchase. You are telling them they want to help you. It is easier for someone to say no if you ask them to buy something.

### **The Sales Pitch:**

- Hi, my name is \_\_\_\_\_.
- I'm a Scout with Pack/Troop\_\_\_\_\_.
- We're selling gardening products to earn our way to summer camp.
- You can help us by ordering one of our gardening products.
- You'll help us, won't you?