

Sample Popcorn Scripts to Teach Your Scouts

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: i) Introduction, ii) Why you are selling it, iii) What you are selling, iv) Ask the customer to take action, v) Close

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 _____.

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 _____.

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 _____ 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?"