

EXAMPLE OF A SALES TALK FOR NEW CUSTOMERS

Hello, my name is _____, I am a Boy Scout in Troop 890 at Lake Highlands United Methodist Church, and would like to speak with Mr. or Mrs. _____. I am contacting you about our annual fundraiser that allows me to help pay for my own Scout Dues and camp fees while also helping me to develop business and sales skills. Each year we try to come up with useful, competitively priced products to sell, and offer the convenience of free delivery right to your door. This year we are selling two kinds of fertilizer (standard and organic), lawn trash bags, and tall blue recycling kitchen bags. Can I count on you this year to help support the Boy Scouts?

EXAMPLES OF SALES TALK FOR EXISTING CUSTOMERS

Mr./Mrs. _____ this is _____ with Boy Scout Troop 890. We are holding our annual fund raiser again this year. Can you talk a minute?

Answer: "Yes", proceed.

Answer: "No", "when would be a convenient time to call you back for a few minutes?"

Last year during our fund raiser, you bought _____ bags of fertilizer and/or _____ boxes of trash bags. This year we are again selling the same high quality fertilizer as well as new organic fertilizer and large, heavy duty 33 gallon 50 count and tall Husky® 13 gallon, blue recycling kitchen bags, 120 bags to a box.

Did you have enough [fertilizer and/or trash bags] last year?

Answer: "Yes", "May I sign you up for _____ bags/boxes again this year?" or "Will you need more?"

Answer: "No, I did not have enough."

"You had _____ bags/boxes last year, how many more will you need this year?"

Would you like to try our new environmentally sensitive organic fertilizer?

PRODUCTS:

We are selling two types of fertilizer:

1) A standard 15-5-10 mix that is specially formulated for Dallas area lawns. It comes in 50 pound bags. The price is \$16 per bag, delivered.

2) Also, an organic fertilizer product that is becoming more popular as an environmentally friendly alternative to chemical products. This is a 50 pound bags of all natural, organic Greensense fertilizer that will cover 2,000 square feet, and applied 2 or 3 times per year will replace the chemical based fertilizer you have used in the past, while promoting healthy biological activity within your lawn. This product has been treated to eliminate any unpleasant odors. The price is \$20 per bag, delivered. Two bags will cover an average yard; four or six bags should handle a full year. **HINT:** Suggest that they buy enough to last the entire year.

3) Large, 50 count 33 gallon heavy duty 1.5 mil lawn trash bags, \$15.00 per box, delivered.

4) Tall Kitchen blue drawstring city-approved recycling trash bags 13 gallon, 120 count, \$15.00 per box, delivered.

CLOSING SCRIPT (both old and new):

The Troop will deliver your order to your home on Saturday, February 27, 2009 (the Delivery Day, **check map to verify they are in the delivery area!!**). Where would you like us to deliver your order? Your total will be \$_____ made payable to Boy Scout Troop 890. Please mail us a check for that amount or I will be glad to come by and pick up your check.

**MAIL TO: Troop 890 c/o Lelani Bucki
8056 Forest Trail
Dallas, TX 75238**

Thank you for your support of the Boy Scouts! Do you know someone else you might be interested that I can contact? _____

HELPFUL HINTS AND SUGGESTIONS

1. **Get the earliest start possible.** There are other Scouts out there selling also, and the first contact is the one that will get the sale.
2. **Sell consistently.** 10 calls per night/5 nights per week for the entire sales period – if only 20% purchase 1 unit that totals 120 units.
3. **Use the phone.** You can contact more people on the phone than any other way; however, **door to door** can be a good way to contact your neighbors and friends that you know.
4. **Make personal contacts.** The people that you and your family know are very good possible sales, and would usually be very glad to help you and the Scouts. Consult directories for your school, neighborhood group, church, etc. for people you know.
5. **Be polite** – However, you do not have to appear apologetic. We have a good product at a fair price.
6. **Sell with a friend.** Get together on Sunday, or an evening, and get a contest going to see who can sell the most in a given period of time. It is also much less boring, and the excitement helps you make sales.
7. **Fill out your order forms on the spot and collect the money – RIGHT THEN!!**
******FILL OUT YOUR ORDER FORM COMPLETELY AND CORRECTLY******
 - **Make sure your name and Scout ID# is on all paperwork that you turn in.** You will not receive credit for sales turned in without your name.
 - CONFIRM that the information turned in on the order form is correct, INCLUDING THE PHONE NUMBER. You will not receive credit for bags delivered wrong due to wrong information on the order form.
 - **After completing the order form enter this information on the Troop 890 website @ www.troop890.org.** The 2010 fundraising forms will be found under Resources. For new customers, the customer account # should be input as “NEW”. For existing customers, please make sure to input the customer account #.
8. **Remember:** Sales to customers outside of the Delivery Area will be delivered to, or picked up by the Selling Scout on delivery day. It is then the selling Scouts responsibility to ensure that product is delivered properly to the customer and payment is secured. Check the address before you sell or be prepared to deliver yourself.

Frequently asked Questions

>**Where does the money go?** All proceeds are used exclusively to support the selling Scouts dues and activities, including various campouts, summer camp and adventure trek to places like Philmont.

>**Is the fertilizer good?** Yes. Please consider the use of our new organic fertilizer. Our new GreenSense all natural fertilizer is the best you can buy (www.greensense.com). It took billions of years for nature to manufacture the thin layer of top soil that keeps us alive. In less than a century, humans have managed to poison, sterilize or lose most of it through the overuse of chemicals and poor soil management. Many of the nutrients in chemical fertilizers are either washed away or lost as gasses. Organic fertilizers have lower NPK (nitrogen, phosphate, potassium) numbers because there is little waste to erosion or gasification. The nutrients in organic fertilizers are made available through their decomposition by soil microorganisms as nature intended. Each of us can contribute in a small way to the restoration of our soils by using organic gardening methods whenever and wherever possible. Organic gardening is easy. And once established, it is truly low maintenance, because it mimics what Mother Nature has been doing for millennia.

Our standard fertilizer is a 15-5-10 mix specially formulated for this area. Troop 890 has been selling it for more than 20 years without complaint.

>**Are the trash bags strong and will they fit my trash can?** NOTE: Check the Sales Specification sheet to insure this answer is correct – Yes. They are a roll of 33 Gallon heavy duty 1.5 mil. trash bags, measuring 30x37 which will fit nearly all standard trash cans.

> **Are the Kitchen Bags Recyclable?** - Yes, they are tall 13 gallon clear blue with a drawstring for ease of use in recycling and general garbage disposal, approved by the City of Dallas for its' recycling programs. A box of 120 should take care of most standard households for a year.

Troop 890 Fundraiser – 2010

It's Troop 890 Fundraiser time again! The troop has operated a popular and highly successful fundraising program going back many years. **For new Scouts and parents, it is very basic:** Scouts individually contact customers (friends, relatives, neighbors, provided leads from past scouts) to sell them our products. Scouts must then complete order forms and collect payments. **The Troop as a whole (Scouts and adults) will gather on Saturday February 27, 2010 in an all day, mandatory event, to deliver the products** throughout the designated delivery zone as described in the attachment. **Deliveries outside of this zone will be the sole responsibility of the selling Scout.**

Products: Blue Kitchen drawstring recycling bags- 13 gallon, 120/box - **\$15.00**
Heavy Duty Lawn Trash bags- 33 gallon 1.5 mm- 50 per roll - **\$15.00**
15-5-10 Lawn Fertilizer- 50 lb bag - **\$16.00**
Greensense Organic Fertilizer- 50 lb bag - **\$20.00**

Goals: The overall objective is for Scouts to understand and develop business concepts while learning sales and entrepreneurial skills. Each Scout should have a personal goal to sell 100 units to fund the majority of their annual scouting costs. They will realize the **rewards for success** from their hard work through incentives including **prizes and monetary benefits** in the form of credits that will help pay for Scout dues and fees including Summer camp and other Troop activities. **NOTE TO PARENTS:** Your Scout-son's **success will save you money**, so help us to **motivate** and **encourage** them to **SELL!!!**

How it Works: Enclosed in this packet are forms for the veteran Scouts listing their past customers and what they purchased last year. The first year Scouts have lists of customers from older Scouts who have left the Troop (put **your** name on the order). Scouts are to contact customers, complete and update the information on the forms, **collect payments up front** whenever possible then **turn in forms on the designated meeting dates listed below**. These leads only get you started. Develop a strategy to call on your relatives, neighbors and friends who might be interested in the products. **For these new customers, go to our website at troop890.org to enter them directly on-line**, or you can complete the New Customer Form (available at the site under Forms), and bring to turn-in night. **For tips on sales techniques and scripts and more product information, see the enclosed Sales Presentation.**

Turn in Nights: **January 11, January 18, February 1, February 8, and February 15, 2007**. Scouts are encouraged to sell early, **collect payments up front** and turn in completed orders in at the designated meetings. Meetings start at 7:00 and Scouts may **start turning in completed orders at 6:30 PM** in the designated room, daily prizes awarded at the end. **We will not process orders that are incomplete or illegible, and please have money accounted for with each order so we can process them faster and more efficiently.** Money for orders placed on the Website will need to be turned in at these times.

Prizes and Incentives - Scouts will want to start selling early to get in on the **first prize give away on January 11th**. Gift certificates, game passes, etc. will be handed out to the top 10- 15 salesmen on that night, so get started inputting your sales asap! Prizes are still coming in, so there's no telling what you might get. There will be no more prize giveaways until the Fundraiser is over, so get them while you can!

The overall top 10-15 salesmen will be awarded prizes on March 1st at the Troop meeting, after all sales have been delivered to ensure accurate numbers. **Top prizes include a Mountain Bike, Acoustic Guitar, Tickets to the MAV's, Stars, Rangers and AMC Movies, and Gift Cards from Academy Sports, Dicks, Whole Earth, Home Depot, Starbucks and more!**

PLUS!! The **top 10 selling First-years** will be invited to a **skate party** at **White Rock Skatepark**.

Russell May - Fundraising Chairman - Troop 890

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