

## Storefront Sale

### Setting Up Your Own Storefront Sales

To secure your own storefront for Adventure Card sales, scouts often approach community businesses, besides doing door-to-door sales. It's your unit or scout's job to contact store management to coordinate these sales. You can use the template below to request a storefront on behalf of your unit. Feel free to arrange storefront sales at places like your school, place of worship, local businesses, or any safe spot where your Scout can effectively sell Adventure Cards.

### Storefront Locations

Discover excellent spots to boost your sales! Consider community festivals, local stores, your parents' workplaces, banks, gas stations, sporting events, grocery stores, small businesses, and church/chartered organization gatherings. Don't forget the business listed on your Adventure cards, they're fantastic opportunities, too!

**In addition to your unit-organized storefronts, the council coordinates with several local businesses to provide supplemental storefronts for units.**

### Tips for Successful Storefront Sale

Scouts should be responsible for cleaning the area before and after the sale. Set up a table to showcase your unit's adventures, awards, or community service information. Encourage Scouts to stay engaged throughout the sale, avoiding sitting or horseplay. Enhance customer engagement by investing in enlarged Adventure Card displays on foam cardboard for those with reading difficulties. Keep everyone hydrated by having water available during shifts. Remember, it's essential to let Scouts handle the Adventure Card sales, allowing growth and to learn valuable skills. Lastly, always express gratitude whether customers make a purchase or not, and ensure Scouts wear their neat, clean, and tucked-in uniforms throughout the sale.

### Section 1: Sales Fundamentals

Keep your financial transactions secure by using an envelope with your name on it for checks and cash. Remember, not everyone will make a purchase, so stay positive and don't become discouraged. The more people you approach, the greater your chances of making sales. Spread the word by placing Adventure Card sales articles in your school, church, and community bulletins or newsletters. Don't forget to uphold the Scout code—be polite, courteous, and introduce yourself. Most importantly, explain how the money will be used when making a sale, as this can resonate with potential buyers. To hone your skills, start by practicing sales with people you know well.

### Section 3: Strategic Selling Approaches

When selling Adventure Cards, begin by approaching those closest to you: ask your parents, relatives, neighbors, and friends' parents for support. Extend your outreach by visiting your place of worship during coffee or fellowship hours (with permission) and ask your parents if they can take your cards to work and request their co-workers' support (with permission). Collaborate with a parent and fellow Scout for engaging door-to-door sales. Boost your impact by planning a "Super Sale Day" with your patrol or den, working together to sell in a specific neighborhood. Express gratitude with a sincere "THANK YOU" to everyone you approach, reinforcing Scouting values.

