

## **Your Unit Discount Card Kick-off**

- Create excitement with music, food, or competition.
- Review sales guidelines and safety:
  - Cub Scouts always sell with an adult.
  - Sell to your neighbor's first, but do not enter homes.
  - Be neat and clean. Be courteous. Smile. Thank everyone whether or not they buy.
  - Always wear your uniform.
- Walk parents and Scouts through the Discount Card Youth Sales Kit.
- Review prizes! Be the expert. Ask questions before your kick-off so you have the answer. Make sure Scouts know the difference between the Discount Card Prize Levels.
- Establish a competition between Dens, Patrols, or sales teams. Promote sales patch and Wal-mart Incentive-Sell 1 card get a patch, sell 40 cards or 16 BMW passes and get a Wal-Mart gift card
- Promote the Playstation 3 drawing. Scouts are eligible to register once they sell 85 cards or 34 BMW passes.
- The sooner Scouts sell cards the sooner they can WIN.

## **Steps to Discount Card SUCCESS!**

- Generate enthusiasm for the sale with parents, leaders, and Scouts.
- Set a unit sales goal. Think of what the unit or Scouts may need in terms of equipment and program. Are you a 100% Boy's Life unit? Do all your Scouts attend summer camp? Do you need new tents? Involve your Scouts in goal setting where possible; get them excited. Review the plan with your parents and Scouts. Encourage each Scout to set a personal goal. Order enough cards to achieve all goals.
- Host a unit Kick-off event to hand out Sales Kits and create excitement. Maintain excitement through weekly contact and encouragement.
- Use a combination of proven sales techniques.
  - Sell to family, friends, and neighbors.
  - Parents sell to co-workers.
  - Show & Sell at local businesses with high traffic.
  - Blitz communities door to door. Participate in a Blitz weekend sale
- Set up Show & Sell dates starting the first weekend of the sale and have Scouts sign up to sell.

## **Incentives:**

(See Incentive Prize Flyer)