

Sales and Sense

Camp Fire National Project



Purpose: Teach participants to be effective salespersons who follow safe sales practices.

Outcomes:

- Greater self-awareness
- Increased appreciation and respect for others
- Youth make program choices and plan sequentially

Requirements:

Participants complete six requirements in this project.

1. Learn safety rules for selling to the public.
2. Learn effective sales techniques.
3. Learn to handle money.
4. Establish individual and/or group sales goals and work to achieve those goals.
5. Meet the fair share sales goal set by the council.
6. Wear the official uniform while selling.

The first four requirements are met by spending at least one meeting on sales techniques, safety, and money management. A plan for that meeting is provided here. When the project is completed, participants receive the Sales and Sense emblem which symbolizes safety and money.

This project may be repeated each year in conjunction with product sales for council-wide fund-raising purposes.

Tips for teachers, leaders, or coordinators:

- Another person associated with your group should assume primary responsibility for managing product sales. This person will probably be a member of the group support committee or a parent of a participant. The group sales coordinator will be trained by the council and receive essential information from the council. Be sure you work closely with this person. The coordinator may present much of the information in this meeting plan.
- Permission slips for participating in a product sale must be signed by a parent/guardian for each participant. Your council will furnish permission slips.
- Read the product sale information given to you by your council. Review any restrictions on selling which are a part of your council's policies. These policies are implemented as a way to ensure safety.
- Check with your council or sales coordinator on incentives for participants and/or your group.
- Find out how your group and council benefit from the sale so this can be discussed with the participants.
- The meeting plan described here is designed for councils participating in the national quality chocolate sale. The project can be modified for other council-wide product sales.
- Sales goals should relate to the program planned by the group. A product sale is a way for the group to earn the money needed to carry out its plans. With a fall product sale, potential income from the sale can be considered in making plans for the rest of the year. With a spring sale, groups often do not receive money until late in the program year. You are encouraged to help the group see how this money can be saved to fund next year's program or used now to prepare for next year. Too often the money is used for a social event with little lasting program value.
- Selling the minimum level or fair share as set by the council for receiving an incentive is a requirement to complete this project. Sellers do not have to meet individual or group goals established during the project to earn the emblem.
- This project should be completed each year. Even experienced sellers need to review and practice each year. Suggestions are included to make the project continually relevant to older, experienced participants.

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Meeting Plan: Sales and Money Management

Purpose: Teach participants to set goals and carry out plans, meet and talk with people, handle money, and practice personal safety.

Materials:

- Large sheet of paper
- Council product sale information
- Markers
- Play money or paper to cut into bills and coins (for younger participants)

Activities:

Explain to the participants that each year Camp Fire participants raise funds to help Camp Fire by selling quality chocolates. Camp Fire councils use some of the money so more boys and girls can enjoy Camp Fire programs. Emphasize that the sale is a service project for Camp Fire. It's a way of helping Camp Fire to be better for everyone. Some of the funds are used by groups for their own program. Discuss what groups receive from the sale.

The Sale

1. Stress the importance of the chocolate sale as a way of letting many people in the community know about Camp Fire and giving them a chance to support Camp Fire. Talk about the different kinds of chocolates the group will be selling and show pictures.
2. Help each participant decide who to sell to. Write on a piece of newsprint potential buyers (grandma, mom, dad, aunt, neighbors, friends at school, people at a place of worship, nearby neighborhoods, etc.). Your council may also encourage special group sales at businesses and other locations in the community.
3. Encourage participants to practice selling to their families before they approach anyone else.

Goals

1. Talk about the group's program plans and the money needed to carry out the plans. If this has not been done already, talk about what the money could be used for, such as awards, trips, uniforms service projects, etc.
2. Set a goal as to how much candy the group wants to sell.
3. Set individual goals. These goals should be above the fair share level established by the council.
4. Help participants develop a plan to meet these goals. How much will have to be sold each day to meet their goals? A chart like a thermometer or a weight machine can be a fun way to help track progress.

Sales Tips

1. Participants of all ages learn the same basic skills from the product sale. Many of the following activities will need to be adjusted for the age of the participants in your group.
2. Do skits with participants pretending to sell to other participants who act as different types of people, such as an older person, a friend, a neighbor, or a small child. Include door-to-door selling and public selling, depending on your council's procedures and your group's plans. Use puppets or other props.
3. Include the following selling tips in your skits:
 - Be sure participants have simple introductions. "Hello, I'm Carlos, and I'm selling candy to earn money for Camp Fire and my group."
 - Practice making positive requests to buy.
 - "How many boxes would you like to buy?"
 - "Can I sell you one of each kind?"
 - These are better than "Would you like to buy some candy?"
 - Be sure participants have answers to some commonly asked questions:
 - "What is the money used for?" The participant might say, "Camp Fire uses some of the money so more kids can enjoy Camp Fire programs. Our group gets some money for our activities. We plan to do a service project with our money."
 - "What organization do you belong to?" Be sure the participants say Camp Fire, not the group name or area name.
 - "Do I have to pay now?" The answer to this will depend upon your council's procedures.
 - Help participants change a negative into a positive.
 - In response to "I can't afford it now," help them say, "Pay on delivery next month," or "Would it be better if I came back at another time?"
 - If the potential buyer says, "I'm allergic to chocolate," help them say, "We have other, non-chocolate choices such as"
 - In response to "I can buy similar products for less money at the store," they can say, "The money we raise goes directly to Camp Fire programs which helps kids like me. So when you buy from me you are making a big difference to Camp Fire."
 - If a buyer says no, sellers can say, "We sell these products to help support Camp Fire in this area. Do you know of someone else who may want to try our product which is made especially for Camp Fire?"
 - Talk about wearing the Camp Fire uniform or Camp Fire identification when selling. Carry a solicitation permit, if applicable.
 - Remind them to say "Thank you" even if a person does not buy.
 - Older participants may need to practice telephone sales techniques or selling to businesses. Your council may have a special sales program for older participants.

Safety

1. Discuss the following safety rules. Some rules may vary with your council's policies.
 - Never sell alone; always sell with a buddy.
 - Always have an adult close by when selling.
 - Always have an adult with you if you sell outside your immediate neighborhood or sell after dark.
 - Never go inside a house or apartment. Always wait outside the door.
 - When selling in an apartment building, obtain permission for the apartment manager and be accompanied by an adult.
 - Turn in money as soon as possible. Do not take money to school.
2. Practice safety rules.
3. Decide on a safe way to carry money and where to keep it at home until it's turned in.
4. Have the participants act out the following situations based on these safety rules. Remind them of rules when they forget.
 - Carlos' mom has gone to the grocery store, and he is home with his sister. It is 6:00 pm and starting to get dark. Several Camp Fire friends stop by his house. They want to go around the neighborhood to sell candy. What should Carlos do?
 - It is a cold day. Anita and Dawn are going around the neighborhood selling candy. When they stop at the new house at the corner, the lady who opens the door invites them in to warm up. What should Anita and Dawn do?
 - Carmen and Jerome are selling candy in front of a grocery store. A man asks Carmen to come over to the car to get money. What should Carmen do?
 - Tim and Marlo are selling candy. They are in a neighborhood that doesn't have any sidewalks and has a lot of traffic. What should they do?
5. Also review the following general rules as appropriate to the age of the participants:
 - Never sell before the stated opening of sale.
 - Do not sell outside the council jurisdiction, except as allowed by the council.
 - Keep product away from heat, cold, pets, etc.
 - Turn all money and products into the group sales coordinator by the specified date.
 - Parents and youth are financially responsible for product checked out to youth. Any losses or theft should be reported immediately to the group sales coordinator.
 - Sales at public facilities such as malls must be arranged through the special sales manager.
 - Report all emergencies immediately to the group sales coordinator.

Managing Money

1. Show participants how to fill out any forms that are needed to record candy sales.
2. Practice adding product prices and counting change, especially with younger participants.
3. Use play money and make it a part of the role-playing fun described above.

Refreshments

1. If possible, have a tasting party.
2. Ask questions to get the children familiar with the product.
 - How many different kinds of candy are there?
 - What has peanuts?
 - What is crunchy?
 - How much does each box cost?

Activity Options:

1. **Careers.** Experienced sellers may want to learn about careers involving sales and/or money management. Visit a bank or store, or explore related careers such as public relations, food manufacturing, or packaging design.
2. **Packaging.** Gather a variety of food packages or visit a store where many packages are displayed. Help the participants compare designs and discuss how each encourages people to buy. Using what they have learned, encourage them to create new packages for a common product.
3. **Sales Ethics.** Invite a sales or marketing professional to help participants explore the ethics of sales. Discuss honest and dishonest sales practices. View television commercials or print advertisements to identify these practices.
4. **Training.** Encourage older participants to train younger children in sales and safety techniques. Coordinate your efforts with the people responsible for chocolate sale training.

Playback: Points to Reinforce:

- Why do you wear your Camp Fire uniform when selling candy?
- How are you helping Camp Fire and your group by selling candy?

Look Ahead:

- Review when and where sales will be taking place over the next couple of weeks.
- Decide whether or not there will be regular meetings.