



2024 Edition

# SCOUTMASTER BUCKY

## Salesmanship Merit Badge

SCOUTS PARTICIPATING IN A SCOUTMASTER BUCKY MERIT BADGE OPPORTUNITY (ONLINE OR IN PERSON), PLEASE CONSIDER ALSO USING THE SALESMANSHIP MERIT BADGE CLASS PREPARATION PAGE FOR CLARIFICATIONS, INSIGHTS, AND EXPECTATIONS.

<https://scoutmasterbucky.com/merit-badges/salesmanship/salesmanship-cpp.pdf>

### SALESMANSHIP MERIT BADGE WORKBOOK

**REQUIREMENT 1a:** Explain the responsibilities of a salesperson.

Notes:

**REQUIREMENT 1a:** Explain how a salesperson serves customers.

Notes:

**REQUIREMENT 1a:** Explain how a salesperson helps stimulate the economy.

Notes:



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**REQUIREMENT 1b:** Explain the differences between a business-to-business salesperson and a consumer salesperson.

Notes:

**REQUIREMENT 2a:** Explain why it is important for a salesperson to research the market to be sure the product or service meets the needs of customers.

Notes:

**REQUIREMENT 2b:** Explain why it is important for a salesperson to learn all about the product to be sold.

Notes:



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### REQUIREMENT 2c:

Explain why it is important for a salesperson to, if possible, visit the location where the product is built and learn how it is constructed. If a service is being sold, learn about the benefits of the service to the customer.

Notes:

### REQUIREMENT 2d:

Explain why it is important for a salesperson to follow up with customers after their purchase to confirm their satisfaction and discuss their concerns about the product.

Notes:



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**REQUIREMENT 3:** Write and present a sales plan for a product and a sales territory assigned by your counselor.

For any Scoutmaster Bucky Salesmanship Merit Badge class (online or in person) you may choose any product you would like, but make sure it is a real product and not some made up product. No playing games for this gracious opportunity. The sales territory that you are assigned to is your home state.

Consider utilizing the [Scoutmaster Bucky Salesmanship Merit Badge Sales Plan Template](#) to help you work on this requirement. The Template is provided in Word (.docx) format for easy editing.

**This requirement (when the sale plan is completed) must be reviewed with your merit badge counselor.**

**BE PREPARED!**

**REQUIREMENT 4:** Make a sales presentation of a product or service assigned by your counselor.

Consider using your selected product from Requirement 3 to use to prepare for this requirement.

Note that some counselors will use the product from Requirement 3, while others may choose to impromptu give you a product during the class to develop a sales presentation for.

Most stick with Requirement 3's product.

**This requirement must be reviewed with your merit badge counselor.**

**BE PREPARED!**

**DO ONE OF THE FOLLOWING (5A, 5B, or 5C) FOR REQUIREMENT 5 AND KEEP A RECORD (COST SHEET)**

**REQUIREMENT 5a:** Help your unit raise funds through sales of merchandise or of tickets to a Scout event.

**REQUIREMENT 5b:** Sell your services such as lawn raking or mowing, pet watching, dog walking, snow shoveling, and car washing to your neighbors. Follow up after the service has been completed and determine the customer's satisfaction.

**REQUIREMENT 5c:** Earn money through retail selling.

**Notes:**



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**DO ONE OF THE FOLLOWING (6A or 6B) FOR REQUIREMENT 6**

**REQUIREMENT 6a:** Interview a salesperson and learn the following:

1. What made the person choose sales as a profession?
2. What are the most important things to remember when talking to customers?
3. How is the product sold?
4. Include your own questions.

**REQUIREMENT 6b:** Interview a retail store owner and learn the following:

1. How often is the owner approached by a sales representative?
2. What good traits should a sales representative have? What habits should the sales representative avoid?
3. What does the owner consider when deciding whether to establish an account with a sales representative?
4. Include at least two of your own questions.

This requirement will be done as a part of the class.

Below is an area for you to take notes.

**This requirement must be reviewed with your merit badge counselor.**

**Notes:**



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**REQUIREMENT 7a:** Prepare a written statement of your qualifications and experience for a career in sales. Include relevant classes you have taken in school and merit badges you have earned.

Notes:

**REQUIREMENT 7b:** Discuss with your counselor what education, experience, or training you should obtain so you are prepared to serve in a sales position.

Educational Requirements:

Experience Requirements:

Training Requirements: