



SALES AND SENSE (National Project)

PURPOSE: Teach members to be effective sales persons who follow safe sale practices.

REQUIREMENTS

Members 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. As a group, qualify for the 75 / 75 Group Bonus Club or as an individual selling 120+ units.
5. Establish individual and/or group sales goals and work to achieve those goals.
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, members receive the emblem.

This project may be repeated every year in conjunction with the product sales for Council-wide fundraising purposes.

TIPS FOR LEADERS

- ❖ Another person associated with the group should assume primary responsibility for managing product sales. This person will probably be a parent or a group member. The group Candy Captain will be trained by the Council and receive essential information from the Council. Be sure you work closely with this person. The Captain may present much of the information in this meeting.
- ❖ Permission slips for participating in a product sale must be signed by a parent/guardian for each group member. Your Candy Captain will provide permission slips.

- ❖ Read the product sale information given to you by the Council. Review any restrictions on selling which are part of the Council's policies. These policies are implemented as a way to ensure safety.
- ❖ Check with your Council or group's Candy Captain on incentives for members and/or your group.
- ❖ Find out how the group and Council will benefit from the sale so this can be discussed with the members.
- ❖ 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. Potential income from the sale can be considered in making plans for the rest of you year. You are encouraged to help the group see how this money can be saved to fund next year's program.
- ❖ Qualifying for the 75 / 75 Bonus Club is a requirement to complete this project.
- ❖ This project should be completed each year. Each experienced seller needs to review and practice each year. Suggestions are included to make the project continually relevant to older, experienced members.





MEETING PLAN – “SALES AND MONEY MANAGEMENT” (Use with Sales and Sense Project)

PURPOSE: Teach members 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 members)

Preparation: Write each product sale safety rule on a separate strip of paper.

Opening:

Business:

Activity: Explain to the members that each year Camp Fire members raise funds to help Camp Fire by selling quality candy. 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. Stress the importance of the Candy Fundraiser 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 candy the group will be selling.

Help each member decide who to sell to. Write on a piece of newsprint potential buyers (grandma, mom, dad, aunt, neighbors, friends at school, people in a faith community, nearby neighborhoods, etc.). Contact your area Site Sale Coordinator for group sales at businesses and other locations in the community.

Encourage members to practice selling to their families before they approach anyone else.

Goals. 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 money could be used for, such as awards, trips, uniforms, service projects, etc. Set a goal as to how much the group wants to sell. Then set individual goals. Help members 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 keep track of progress.

Sales Tips. Members 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 members in your group.

Do skits with some members pretending to sell and other members being 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 group's plan. Use puppets or other props.

Include the following selling tips in your skits:

- ❖ Be sure members have simple instructions. "Hello, I'm Amy and I'm selling quality candy to earn money for Camp Fire and my group."
- ❖ Practice making positive requests to buy. "How many boxes would you like to buy?" or "Can I sell you one of each kind?" These are better than "Would you like to buy some candy?"
- ❖ Be sure members have answers to some common questions like, "What is the money used for?" The members might say, "Camp Fire uses some of its money so more kids can enjoy Camp Fire programs. Our group also gets some money for our activities. We plan to do a service project with our money." Another question is, "What organization do you belong to?" Be sure the members say, "Camp Fire USA," not the group name or area name. Some people may ask, "Do I have to pay now?" The answer is yes.
- ❖ Help members change a negative into a positive. In response to "I can't afford it now," help them say "Would it be better if I came back at another time?" 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 help kids like me. So when you buy from me, you are making a 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 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. Wear your Candy Sales button.
- ❖ Remind them to say, "Thank you from Camp Fire," even if a person does not buy.

- ❖ Older members may need to practice telephone sales techniques or selling to businesses as part of the “Merchant of Merit” program.

Refreshments: If possible, have a tasting party. Ask questions to get the children familiar with the project. How many different kinds are there? What has nuts? What is crunchy? How much does each box cost?

Activities

Safety. Discuss the following safety rules:

- ❖ 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. Wait outside the door.
- ❖ When selling in an apartment building, obtain permission from the apartment manager and be accompanied by an adult.
- ❖ Practice traffic safety rules.
- ❖ Decide on a safe way to carry money and where to keep it at home until it's turned in.
- ❖ Turn in money as soon as possible. Do not take money to school.
- ❖ Have members act out the following situations based on their safety rules. Remind members of rules when they forget.
 - Tom's mom has gone to the grocery store and he is home with his sister. It's 6 p.m. and starting to get dark. Several group friends stop by his house. They want to go around the neighborhood to sell candy.
 - It's a cold day. Sue and Ann 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.
 - Maggie and Tim are selling candy in front of a grocery store. A man asks Maggie to come over to the car to get the money.
 - Bob and Mary are selling candy. They are in a neighborhood that doesn't have any sidewalks and has a lot of traffic.

Also review the following general rules as appropriate to the age of the members.

- ❖ Never sell before the stated opening of the sale.
- ❖ Do not sell outside the Council's jurisdiction.

- ❖ Keep product away from heat, cold, pets, etc.
- ❖ Turn all money and product in to the Candy Captain by the specified date.
- ❖ Parents and youth are financially responsible for the product checked out to youth. Any losses or theft should be reported immediately to the group Candy Captain.
- ❖ Sales at public facilities such as stores or malls must be arranged through the Site Sale Coordinator.
- ❖ Report all emergencies immediately to the group Candy Captain.

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

Candy Rally. Attend a Candy Rally to review the activities covered in the meeting. An older group may want to plan the Candy Rally for their area.

Activity Options:

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.

Packaging. Gather a variety of food packages or visit a store where many packages are displayed. Help the members compare designs and discuss how each encourages people to buy. Encourage them to create new packages for a common product, using what they have learned.

Sales Ethics. Invite a sales or marketing professional to help members explore the ethics of sales. Discuss honest and dishonest sales practices. View television commercials or print advertisements to identify these practices.

Training. Encourage older members to train younger children in sales and safety techniques. Coordinate your efforts with the people responsible for candy sale training.

Playback:

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 if there will be regular meetings or not.

Closing:

Invite parents to come early to pick up members and view the video “Candy, Candy” with their son or daughter.