

# STOREFRONT BEST PRACTICES!

Maximize your time! These are the best practices used by Top Selling Scouts that averaged \$250+ per hour in sales!

## WHAT TO BRING:

- ✔ Banner
- ✔ Inventory to average \$250+ in sales per hour.
- ✔ Position your table to catch as many customers as you can.
- ✔ Square reader – Credit orders average \$9 higher than cash.
- ✔ Table / Tablecloth
- ✔ Trail's End APP preloaded on your devices
- ✔ Small bills to make change

## BEST PRACTICES:

- ✔ Wear your field uniform.
- ✔ Scouts stand in front of your table with your customers, own it!
- ✔ Do not put prices on your table.
- ✔ Greet, make eye contact and ask every person that walks by.
- ✔ Ask customers for their support! Tell them about your community projects, adventures and what you have learned.
- ✔ Do not ask customers if they want to buy popcorn.
- ✔ Guide your customers to your table.
- ✔ Make sure customers know you prefer credit card. Trail's End pays the fees and Scouts raise more with credit/debit.
- ✔ Always thank every customer, even if they didn't buy.
- ✔ Parents stand behind the table and take payments.
- ✔ Keep your area clean at all times.



**Trail's End**™