



BROCHURE/ORDER TAKER

SUGGESTED SALES GUIDE



START IMMEDIATELY – MAKE A LIST OF POTENTIAL CUSTOMERS!

- Start with family, friends and neighbors – practicing your technique!

SET YOUR GOAL HIGH – FOR EXAMPLE, BUSINESSES USE BATTERIES

- You're selling a product that is used and needed by everyone...every day!
- Don't take responses/comments from customers personal
- Approach safe and promising neighborhoods with a parent or guardian

IDENTIFY YOURSELF – SMILE – SPEAK CLEARLY & WITH CONFIDENCE

- 1) “Hi, I’m _____, a member of Boy Scout Troop # _____ or Cub Scout Pack # _____.”**
 - Wear your Scout shirt or something that signifies you are a Scout
- 2) “Do you use Batteries in your household or business?”**
 - Most will say yes!
- 3) “Great...We’re selling Interstate batteries”**
 - Their quality and service life are equal to other name brands
- 4) Use your Scout Motto!**
 - “Always BE PREPARED with Interstate Batteries!”
- 5) HAND them the brochure – most will buy if they hold the brochure. Tell them about the Organizer – “with 21 assorted batteries AND a built-in tester to test their current batteries.”**
 - If they take a look at the brochure, they are more likely to purchase. First, tell them about the Home Battery Organizer – with 21 assorted batteries AND a built-in tester to test their current batteries.
 - “The Organizer can be wall-mounted or stored in a drawer.”
 - “Take your time. I am in no hurry.”
 - “Stock Up while supporting our Troop/Pack.”
 - “Take your time. I am in no hurry.”
 - “Stock Up while supporting our Troop/Pack.”
 - If they are not interested in the Organizer, suggest other items like the 24-pack of AA batteries or AAA batteries used for remotes and games or the 9-Volt for replacing their smoke detector batteries.
 - If they do not take the brochure, ask them if they would like for you to come back another time.
- 6) <pause> “Take advantage of our sale and the Interstate Brand – for the Scouts sake”**
- 7) <pause> “Your purchase will help keep our Troop/Pack STRONG”**
- 8) Don’t forget to smile and say THANK YOU (whether they order or not). There is always a next time.**
- 9) And finally, please don’t walk on their grass – respect all property!**