

What is Show & Deliver?

Show & Deliver is a sales technique similar to Show & Sell. With Show & Sell, Scouts have a booth/stand near a busy location. With Show & Deliver, Scouts have a supply of popcorn and go door-to-door. Units that have experimented with Show & Deliver techniques have seen increased sales volume and simpler Take Order ordering.

Show & Deliver is a technique available only to those units participating in Show & Sell. Each interested Scout should be issued a small number of each item from your unit's Show & Sell inventory. The Scouts (with a parent or pal) then go door to door with both their Take Order sheet and their inventory. Sales strategies and scripts are basically the same. The advantage of Show & Deliver is the ability to close the sale in just one visit to a home.

Take note that, just like with Show & Sell, not all of the varieties are available for Show & Deliver. So, some customers may want to place a Take Order as well.

Tips to Succeed:

- 1) Gauge your individual Scouts' level of interest in Show & Deliver.
- 2) Adjust your Show & Sell popcorn order to support inventory for the Show & Deliver program.
- 2) Develop an inventory tracking system to sign out popcorn to your Scouts.
- 4) Ensure a responsible adult signs for custody of inventory.
- 5) Recall all Show and Deliver popcorn with sufficient time to finalize inventory for Take Order.

Note to Kernels: If you'll be doing a Show & Deliver, remember to order popcorn for that as part of your Show & Sell order.

