

# MoonPie Sale

## Workbook for Troops



Scouting  America  
Cherokee Area Council

# Did you know you can work on the Salesmanship Merit Badge while selling MoonPies?



## Requirements\*

### 1. Do the following:

- (a) Explain the responsibilities of a salesperson and how a salesperson serves customers and helps stimulate the economy.
- (b) Explain the differences between a business-to-business salesperson and a consumer salesperson.

### 2. Explain why it is important for a salesperson to do the following:

- (a) Research the market to be sure the product or service meets the needs of customers.
- (b) Learn all about the product to be sold.
- (c) 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.
- (d) Follow up with customers after their purchase to confirm their satisfaction and discuss their concerns about the product.

### 3. Write and present a sales plan for a product and a sales territory assigned by your counselor.

### 4. Make a sales presentation of a product assigned by your counselor.

### 5. Do ONE of the following and keep a record (cost sheet). Use the sales techniques you have learned, and share your experience with your counselor:

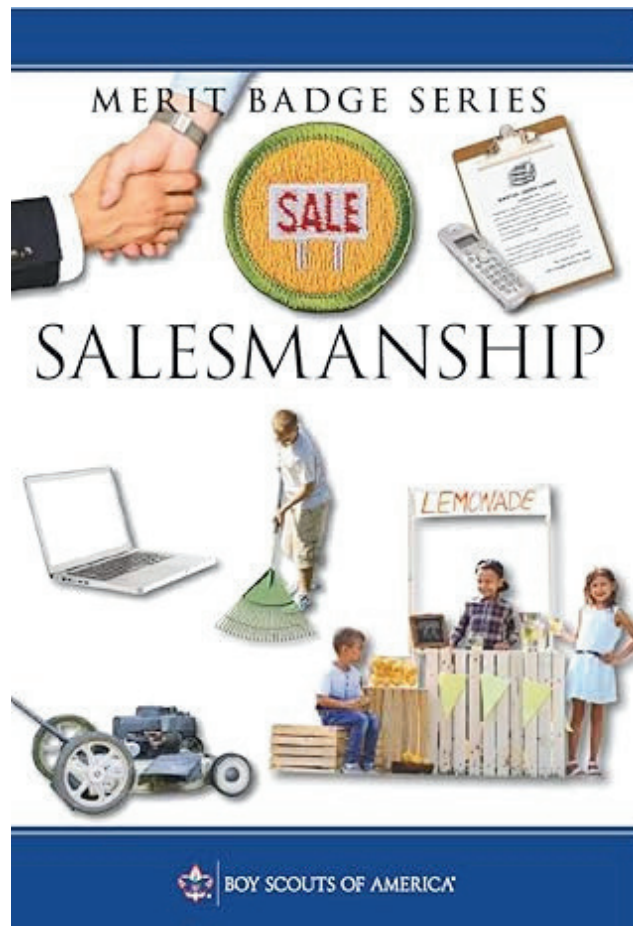
- (a) Help your unit raise funds through sales of merchandise or of tickets to a Scout event.
- (b) Sell your services such as lawn raking or mowing, pet watching, dog walking, show shoveling, and car washing to your neighbors. Follow up after the service has been completed and determine the customer's satisfaction.
- (c) Earn money through retail selling.

### 6. Do ONE of the following:

- (a) 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.
- (b) 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.
7. Investigate and report on career opportunities in sales, then do the following:
- (a) Prepare a written statement of your qualifications and experience. Include relevant classes you have taken in school and merit badges you have earned.
  - (b) Discuss with your counselor what education, experience, or training you should obtain so you are prepared to serve in a sales position.

**\*Requirements that can be completed through MoonPie sales are highlighted**



## **Salesmanship Merit Badge Counselors\***

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**\*Don't forget to include a 2nd adult in all communications with your Merit Badge Counselor**

# FRANK can help you brainstorm people that you can ask to buy MoonPies.



## FRIENDS

Friends, Social Media  
Friends, School Friends



## RELATIVES

Parents, Siblings,  
Aunts, Uncles, Cousins



## ACQUAINTANCES

Co-Workers, Clubs,  
Church, Hair Dresser



## NEIGHBORS

People in your  
Neighborhood



## KID CONTACTS

Teachers, Coach,  
Friends' Parents

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# Types of Sales

**Take Orders**—These are individual orders you take and record on your order form. With this type of sale, you will sell to people you know.

**Show N Sells**—These are also known as Storefront Sales. Your pack/troop picks a day to set up and sell in front of a store. You can sign up for 2-hour or longer shifts and sell to the customers who visit the store. With this type of sale, you will sell to random people you probably won't know.



**Wagon Sales**—You can load up a wagon with MoonPies and sell them door-to-door in your neighborhood. Always make sure you have an adult with you when knocking on a stranger's door. With this type of sale, you will sell to people you know and those you don't know in your neighborhood.



# RACE 2 SCOUTING

Descriptions of Prizes  
Available at  
[www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

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Scouting America™. All rights reserved.  
A Division of General  
Commercial Corp.  
888-351-8000

**\$825**  
**LEVEL 9**

- 28 - Rubik's Cube Mega Gift Set
- 29 - HEXBUG Remote Control Dragon
- 30 - Zing Assorted Bows
- 31 - 2-Person Waterproof Tent
- 32 - Grab Bag G



**\$575**  
**LEVEL 8**

- 23 - Hydration Pack - 2L
- 24 - Telescope - 40X Magnification
- 25 - LEGO City F1 Williams Racing & F1 Haas Race Cars
- 26 - Camp Chair w/ Case
- 27 - Grab Bag F



**\$375**  
**LEVEL 7**

- 18 - Red Wood Knife w/ Clip & Scouting America™ Branding
- 19 - USB Rechargeable Headlamp
- 20 - Adventure Duffle Bag w/ Scouting America™ Branding
- 21 - Dinosaur Egg (Assorted Colors/Styles)
- 22 - Grab Bag E



**\$275**  
**LEVEL 6**

- 13 - Multi-Tool with Hammer & Case
- 14 - Sticky Stress Ball w/ Scouting America™ Branding
- 15 - White Handle Lock Blade Knife & Case w/ Scouting America™ Branding
- 16 - Sluban Model Bricks - Cobra GT40 Car
- 17 - Grab Bag D



**\$175**  
**LEVEL 5**

- 9 - Dry Bag - 5 liter - Assorted Colors w/ Scouting America™ Branding
- 10 - Knife Fork Spoon Combo w/ Bottle Opener
- 11 - Brass Compass
- 12 - Squat Lock Blade Knife w/ Clip & Scouting America™ Branding



**\$125**  
**LEVEL 4**

- 5 - Plus Plus Creepy Critter Assorted Sets
- 6 - Cinch Backpack w/ Scouting America™ Branding
- 7 - Magic Sand Set w/ 6 Molds
- 8 - Watch/Pedometer



**\$75**  
**LEVEL 3**

- 1 - Fire Starter and Steel
- 2 - Flashing Crystal Putty Slime Assorted Colors
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush



**LEVEL 1**

- 0.1 - Moon Pie Sale Patch from the Council
- To earn this patch:
- 1) Commit to a goal of \$375 Level 7 Sales or higher OR
- 2) Commit to 2 or more Show-N-Sell Shifts

0.1



**LEVEL 2**

- 0.2 - Military Club Patch Sell One Military Donation
- 0.3 - Top Seller Pin Sell over \$1,000





**\$5,000**  
LEVEL 15

- 48 - LEGO Harry Potter Hogwarts Castle  
The Great Hall  
49 - Cross Canyon 2 Tent & Footprint  
50 - Carrera Evolution Mario Kart  
Analog Electric Slot Car Racing



**\$3,500**  
LEVEL 14

- 45 - Adventure Camp Package  
46 - LEGO Jurassic World Spinosaurus &  
Quetzalcoatlus Air Mission  
47 - Case Bonestag Folding Hunter Knife  
w/ Leather Sheath



**\$2,750**  
LEVEL 13

- 42 - Swiss Army Cyber Tool M  
43 - Eagle Claw Fishing Set  
44 - Coleman Sundome 4 Person Tent



**\$2,000**  
LEVEL 12

- 39 - LEGO Friends Castle Bed  
and Breakfast  
40 - iLive Indoor/Outdoor Bluetooth  
Solar Speakers  
41 - Foldable Drone



**\$1,650**  
LEVEL 11

- 36 - Youth Pickle Ball Set  
37 - ICEE Cotton Candy Machine  
38 - The North Face Stalwart Backpack



**\$1,100**  
LEVEL 10

- 33 - Transformers: Rise of the Beasts  
Optimus Prime  
34 - Swiss Army Fieldmaster Knife  
35 - Walkie Talkie Set w/ Rechargeable  
Batteries



Description of prizes available at [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

**Cherokee Area Council**  
Council Code: 556CHAT  
[www.scoutanooga.com](http://www.scoutanooga.com)

For Sale Related Questions:  
Council Office (423) 713-7629

For Prize Related Questions:  
GCC/Keller Marketing (888) 351-8000

### Scouts - How to Select Your Prizes

- Set Goal/Commitment and receive the MoonPie Sale Patch.
- Sell \$75 or more and receive your choice of any Level 3 Prize.
- Sell \$275 or more and select your choice of a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the **Level Achieved**.

**Example:** Sales of \$575 choose one prize from Level 8 ...OR... THREE prizes from Level 5; etc.

All prizes are subject to substitution by Keller Marketing after consultation with your local Council. All substitutions will be for an equal or greater value prize.

Fill out this form and clip off and turn in to your unit's MoonPie PieMaster to receive your "Shoot for the Moon" MoonPie Sale Patch:

Scout's Name: \_\_\_\_\_ Parent/Guardian Email \_\_\_\_\_

Parent/Guardian Cell Phone \_\_\_\_\_

Cub Scout Pack # \_\_\_\_\_ Scouts BSA Troop # \_\_\_\_\_ Crew # \_\_\_\_\_

I aim to be a "Shoot for the Moon" MoonPie Seller and will promise to "Do My Best" to hit one or both marks below:

\_\_\_\_\_ Aim for the \$375 Prize Level, or higher! MY GOAL \$ \_\_\_\_\_ in Sales!

\_\_\_\_\_ Aim for 2 or more Show-N-Sell Shifts! MY GOAL \_\_\_\_\_ Shifts!

SIGN HERE: \_\_\_\_\_ Date: \_\_\_\_\_

Be sure to wear your patch when selling!

# MoonPie Sale Action List

- ☐ Set a prize goal from the prize forms on pgs. 5-6 \$\_\_\_\_\_
- ☐ Choose a Salesmanship Merit Badge Counselor from pg. 2
- ☐ Decide which types of sales to utilize to reach your goal
  - ☐ Ask my FRANK list to help me
  - ☐ Walk my neighborhood to ask for help
  - ☐ Sign up for Show N Sell shifts
  - ☐ Ask my parents to take my order form to work with them

## Resources for Parents

If you have questions or need help, please get in touch with Sara Williford.

Phone: (423) 713-7629

Email: [sara.williford@scouting.org](mailto:sara.williford@scouting.org)

Do you need extra order forms? You can download and print them on our website ([www.scoutanooga.com](http://www.scoutanooga.com)) under the Council Fundraising Opportunities tab.