

MoonPie Sale Workbook for Troops



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:

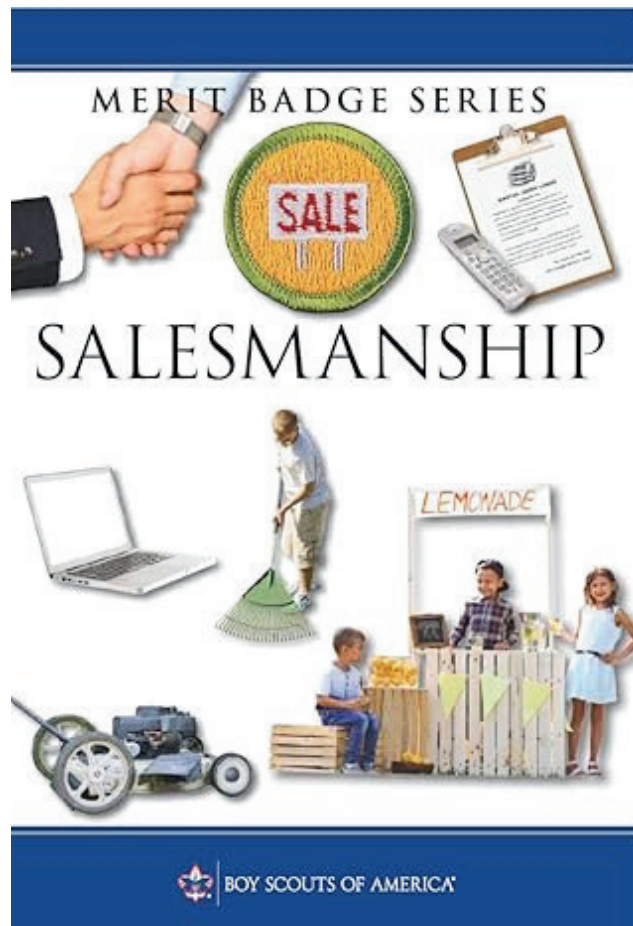
- (a) Help your unit raise funds through sales of merchandise or of tickets to a Scout event.
- (b) Sell your services such as lawn raking or mowing, pet watching, dog walking, show shoveling, and car washing to your neighbors. Follow up after the service has been completed and determine the customer's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

Jeff Farmer	Email: jfarmer25@catt.com	Phone: (423) 718-3820
Paul Jacobs	Email: paul@pauljacobsllc.com	Phone: (423) 413-6424
Greg Lee	Email: gregwlee99@gmail.com	Phone: (423) 413-9061
Niki Schmitdke	Email: nikimontag@yahoo.com	Phone: (319) 321-5916
Sara Williford	Email: swilliford76@gmail.com	Phone: (423) 313-5630

***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 you
Neighborhood



KID CONTACTS
Teachers, Coach,
Friends' Parents

[illegible]

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.

Scouting America™

AMERICA 250™

Descriptions of Prizes

Available at

www.kellerprizeprogram.com



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888-351-8000

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\$825
LEVEL 9

- 28 - Hydration Pack - 2L
- 29 - 2-Person Waterproof Tent
Assorted Colors
- 30 - Rubik's Cube 3pc Set - 2, 3, & 4 Tile
- 31 - Hip Shot Spiral Bomber
- 32 - Grab Bag G



\$575
LEVEL 8

- 23 - Telescope - 40X Magnification
- 24 - LEGO City F1 Williams Racing &
F1 Haas Race Cars
- 25 - Walkie Talkie Set w/ Facetime Ability
- 26 - 5-in-1 Survival Tool w/ Shovel
- 27 - Grab Bag F



\$375
LEVEL 7

- 18 - 5pc Stainless Steel Mess Kit
- 19 - Light Saber w/ Stand
- 20 - Adventure Duffle Bag w/
Scouting America™ Branding
- 21 - Dinosaur Egg
(Assorted Colors/Styles)
- 22 - Grab Bag E



\$275
LEVEL 6

- 13 - Catapult Plane w/ Stickers
- 14 - White Handle Lock Blade Knife w/ Case
& Scouting America™ Branding
- 15 - Zing Air Zooperball
- 16 - Zing Air Hunterz Zano Bow w/ 2 Zarts
- 17 - Grab Bag D



\$175
LEVEL 5

- 9 - Dry Bag - 5 liter - Assorted Colors
w/ Scouting America™ Branding
- 10 - Brass Compass
- 11 - 4x30 Binoculars
- 12 - Stuffed Animal Grab Bag



\$125
LEVEL 4

- 5 - Cinch Backpack w/ Scouting America™
Branding - Assorted Colors
- 6 - Magic Sand Set w/ 6 Molds
- 7 - Mini Dual LED Dynamo Flashlight
w/ Scouting America™ Branding
- 8 - Mini Multi-Tool



\$75
LEVEL 3

- 1 - Fire Starter and Steel
- 2 - Compass Thermometer Whistle
- 3 - Tony Hawk Box Boarders - Assorted
- 4 - Fidget Spinner w/ Scouting America™
Branding



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



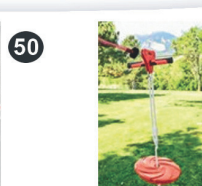
LEVEL 2

- 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 Main Tower #76454
49 - Carrera Evolution Nascar Champions at
Homestead
50 - 100 Foot Zip Line



\$3,500
LEVEL 14

- 45 - Klymit Cross Canyon 2 Tent
& Footprint
46 - Adventure Camp Package
47 - LEGO Police Train Heist #60508



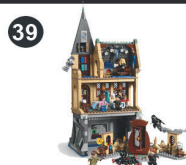
\$2,750
LEVEL 13

- 42 - Eagle Claw Fishing Set
43 - LEGO Family Vacation Beach Resort
#42673
44 - Case Bonestag Folding Hunter Knife
w/ Leather Sheath



\$2,000
LEVEL 12

- 39 - LEGO Hogwarts Castle: Hospital
Wing #76463
40 - Foldable Drone w/ WiFi Camera
41 - HEXBUG Battlebots Arena Max



\$1,650
LEVEL 11

- 36 - Youth Pickleball Set
37 - Lego Planet Earth and Moon in Orbit
#42178
38 - NorthFace Backpack



\$1,100
LEVEL 10

- 33 - Transformers Rise of the Beast -
Bumblebee
34 - Snoopy Snow Cone Machine
35 - Lego Ninjago Kai's Mech Storm Rider
#71830



Scan the QR Code to the right for a detailed description of the prizes
or visit www.kellerprizeprogram.com



Cherokee Area Council

Council Code: 556CHAT

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

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