

Selling Points and Tips

Aloha Council's Makahiki Card



Akamai Scouter says.....A successful Scout will know his product. By studying these selling points, you will be able to learn your product by heart and can remember anything on this sheet to share with your prospective buyers.

GENERAL INFORMATION

**SELLING MAKAHIKI CARDS IS A FUNDRAISER
EACH \$12 CARD INCLUDES BONUS COUPONS &
ADMISSION TO ANY MAKAHIKI BELOW:
ANNUAL BOY SCOUT MAKAHIKIS-ALL SATURDAYS**

- Oahu- Saturday, May 9—Ala Moana Park
- Kauai- Saturday, April 18—Kapaa Beach Park
- Hawaii Island- Saturday, April 18—Edith Kanakaole Stadium

WHAT IS THE MAKAHIKI?

It is an expo that showcases the expertise of Scouting. With over 100 booths, Scouts will provide games, skills and displays demonstrating the Scouting spirit through activities.

WHO SPONSORS THE MAKAHIKI?

THE ALOHA COUNCIL
CUB PACKS
BOY SCOUT TROOPS
VARSITY TEAMS
VENTURING CREWS & EXPLORING POSTS

WHAT DO I GET FOR MY \$12.00?

- ➔ An investment in the youth of Hawaii. You are supporting the Scouts of the Aloha Council, Boy Scouts of America.
- ➔ Admission to Makahiki on any island
- ➔ Over \$500 savings in coupons. The use of 1 or 2 coupons makes back your entire donation.
- ➔ Proceeds will benefit local Scout units for their program, camping and activities

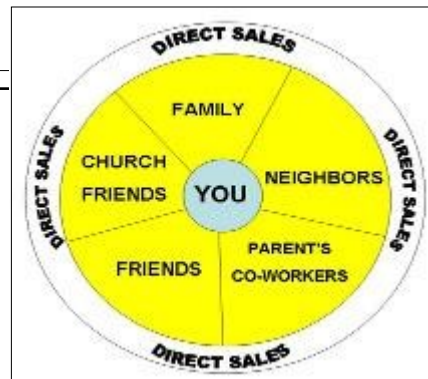
GOAL SETTING *"A goal not written is only a wish"*

Set a realistic goal. Use the prize brochure as incentives and a guide to your goal selection.

Example: If you want to earn a \$125 gift card, you would set your goal at 200 Cards. By reaching your goal, you will have earned a gift for yourself and earned \$1,248.00 for your unit.

LIST PRIZES YOU WANT TO EARN

| PRIZE | # OF CARDS |
|---------------------------|------------|
| | |
| | |
| | |
| TOTAL # OF CARDS = | |



AKAMAI SALES CIRCLE

STORE FRONT SALES TIPS:

- Foodland Storefront locations and permissions to sell have been secured through the council.
- Sign-ups will be available starting at the Makahiki kickoff and rally on February 21, 2015 from 9 am- 11 am and then offered on a first call first served basis.
- Have an adult leader with Scouts at all times. Sign the code of conduct form to ensure good behavior.
- Check in with the owner or store manager.
- Make a COLORFUL poster or banner for your table.
- Let customers approach you.
- Ask for their support of the Scouting program.
- Let the customer know that they can use the Card as employee incentives Or a "thank you" for your customers and clients.

SALES TIPS:

- Wear your Uniform. Look Sharp!
- Practice at home first. Sell your first Card to your parents.
- Smile and introduce yourself. Tell them who you represent and a little bit about the Makahiki.
- Explain the value of the Makahiki Card.
- Sell Cards with a buddy, accompanied by an adult.
- Never sell after dark unless you are with an adult.
- Be polite, not pushy.
- Thank every customer whether they buy or not.



100%
or
Cards

90%
or
Cards

80%
or
Cards

70%
or
Cards

60%
or
Cards

50%
or
Cards

40%
or
Cards

30%
or
Cards

20%
or
Cards

10%
or
Cards