



Corporate Sales

- Get local businesses involved with Scouting through your committee leaders, Scouts and parents.
- Promote popcorn as a great corporate gift for customers and suppliers – or encourage businesses to keep some popcorn on hand in the break room for employees and guests.
- Consider having a separate committee for corporate sales.
- Decisions are made between May and October for most corporations by the Human Resource Manager, Marketing Manager or Company Incentive Program Manager.
- On-site visits with samples and Scouts in uniforms will increase sales.
- Have Scouts wear their uniform to deliver product.
- Companies choose product first, organization second. Sell them on the product quality and 73% going back to Scouting.
- Look at offering volume discounts.
- Although you might be aiming at the Holiday gift-giving programs, companies have reward and incentive programs all year long for safety awareness, good attendance, service anniversaries and business referrals.
- Focus on companies who give out a lot of Holiday gifts to all of their customers – banks, insurance agents, car dealers, doctors, dentists, cable companies, etc.