

Hot Tips for Parents

- Keep in mind this is not only a fund raiser, but an opportunity for your son to develop organizational skills, set and meet goals, and learn to manage and reconcile money; traits that will serve him well the rest of his life.
- Help your son set his goals and encourage his success.
- Breaking a large total goal into smaller increments helps immensely in getting things accomplished and staying the course. (ex: If you have a total of 10 hours of sales time available over the next month, that means your son will need to sell an average of \$50 an hour to reach \$500 in sales. Schedule the 10 hour total now for times that work for you (or whomever will be accompanying your son) in the next month to break it into manageable blocks that can be integrated into your busy lives.)
- If the goal is achieved sooner, a decision can be made to aim higher or to feel great for a job well done. If the sales numbers aren't happening, assess what will be a more effective approach. At a \$12 average sale per successful encounter, your son only needs approximately 4 sales per hour to achieve this goal. Historically we have about a 75% closing rate which means that almost 3 out of 4 doors that are answered will be a sale. The trick is to hit doors at times when people are home, like the early evenings weeknights, Saturday mornings and on Sunday late in the afternoon and early evening. Another thing to consider is

that the earlier in the sale that you get out on your street, the better the likelihood you will be the first scout to that person's door. If you find that the street you are working is full of "I bought from another young man who came by a few days ago", then go to another nearby street.

-- It's okay to take the order form to work with you. (This will lower your son's order per hour ratio considerably.)

-- Please convert all cash to checks or money orders made payable to Pack 55 to help prevent possible loss of \$.

-- A little planning goes a long way in an event like this. When setting goals take into consideration that your son will need an adult to accompany them, there are other time commitments in place such as school and sports, and that we have a relatively short window of opportunity to sell. Remember, you will be delivering all of the corn you sell, so having a system for covering a neighborhood on the first sales sweep really helps when distribution time comes.

-- If we average just over \$200 in sales from each scout we will achieve our Pack goal, and if they get \$250 in sales by October 18th, they will be getting 3 pretty cool prizes and a pizza party paid for by Pack 55.

-- Keep it fun!!! Nothing makes people (big and little) happier than a sense of accomplishment and success. If you are having a discouraging run, take a break, go get an ice cream, then come back in a _ hour with a new attitude. Just getting to spend some one on one time with a parent is

often enough for most kids to want to try harder (but be sure to mention those coveted prizes or feel free to come up with some of your own incentives).

-- Double check your son's sales log before moving on to the next house, a mistake caught right away is much easier to deal with and fix on the spot than weeks down the road.

-- Please forward any success stories to me so I can post them on our website. Ideas, angles and suggestions are always welcomed. Good luck out there!!!