



Salesmanship

Scouts BSA · Careers

Name

Started

Completed

Salesmanship is about understanding people, knowing your product, and helping customers find what they need. You will plan a sales effort, make a pitch, and actually sell something. These skills help in fundraising, jobs, and any time you need to share a good idea.

Requirements

Every official requirement, in plain language. Check the official wording when you sign off (scouting.org/merit-badges/salesmanship/). Tips and examples are ideas, not extra requirements.

1 What salespeople do

Tips for this section: Think about salespeople you've met at stores, car lots, or online, and talk about how their jobs differ.

Example for this section: Compare three kinds of selling: a store clerk helping walk-in customers, a business-to-business rep selling supplies to schools, and an online seller who never meets buyers face to face. Explain what each salesperson does day to day.

- ☐ **1a** Explain what a salesperson is responsible for, how they serve their customers, and how selling helps drive the economy

- ☐ **1b** Explain how selling to other businesses differs from selling to consumers

2 Why good sales habits matter

Tips for this section: Pick something you like to buy and research it. Notice how knowing the details and following up builds trust.

- ☐ **2a** Explain why a salesperson should research the market to make sure a product or service fits what customers need

- ☐ **2b** Explain why a salesperson should know everything about the product they sell

- ☐ **2c** Explain why it helps to visit where a product is made, if possible, and learn how it's built, or for a service, learn how it benefits customers

- ☐ **2d** Explain why a salesperson should check back with customers after a sale to make sure they're satisfied and talk through any concerns

- ☐ **3** Using a product and sales territory your counselor assigns, write a sales plan and present it

Tip: Use a simple map of your assigned area and decide who to visit, when, and what you'll say.

Example: If your counselor assigns your neighborhood, your territory might be your block and two nearby streets plus a table at a community event. Plan which homes to visit with an adult and when, set a sales goal, and write a short opening line.

☐ **4** Give a sales presentation for a product your counselor assigns

Tip: Practice your presentation in front of family. Keep it short, friendly, and focused on what the buyer needs.

Example: Pitch a product to your counselor: greet them, ask a couple of questions about what they need, explain two or three benefits that match those needs, handle one objection honestly, and ask for the sale.

5 Sell something and track it: Choose 1 of 3

Tips for this section: A unit fundraiser or popcorn sale is a great chance to sell. Keep a simple chart of your costs and sales.

Example for this section: Keep a simple record: what you sold, the price, your cost, money collected, and profit. After the sale, look at which approach worked best and what you'd change next time.

- ☐ **5a** Help your unit raise money by selling merchandise or Scout event tickets, using the sales techniques you learned. Keep a cost sheet and tell your counselor how it went

- ☐ **5b** Using the sales techniques you learned, sell a service to neighbors, like lawn mowing or raking, pet sitting, dog walking, shoveling snow, or washing cars, and follow up to see if they were happy. Keep a cost sheet and tell your counselor how it went

- ☐ **5c** Earn money by selling in a retail setting, using the sales techniques you learned. Keep a cost sheet and tell your counselor how it went

6 Interview someone in sales: Choose 1 of 2

Tips for this section: Ask a store owner or salesperson what a typical day looks like and what makes a sale go well.

Example for this section: Interview a store owner or salesperson with a parent present. Ask how they find customers, how they handle someone who says no, and what makes a customer come back.

- ☐ **6a** Interview a salesperson and find out the following

- ☐ **6a1** Why they chose a career in sales

- ☐ **6a2** What matters most when talking with customers

- ☐ **6a3** How their product gets sold

- ☐ **6a4** Answers to questions of your own

- ☐ **6b** Interview the owner of a retail store and find out the following

- ☐ **6b1** How often sales representatives call on them

- ☐ **6b2** Which traits make a good sales representative and which habits a rep should avoid

- ☐ **6b3** What they weigh when deciding whether to open an account with a sales rep

- ☐ **6b4** Answers to at least two questions of your own

- ☐ **7** Look into career opportunities in sales and report on them, then do 7a and 7b

Tip: Look up a few sales jobs, then make a short list of strengths you already have that would help.

- ☐ **7a** Write up your qualifications and experience, including school classes that relate and merit badges you've earned

- ☐ **7b** Talk with your counselor about the education, experience, or training that would prepare you to work in sales