

MILITARY SALES

HOW TO SELL MORE



After a customer says yes, but before they total their sale, say:

"It is great that we have the freedom to eat Scout popcorn with our friends and family, but there are American men and women serving all over the world that are away from their friends and family protecting our freedoms. Wouldn't you love to thank them with some Scout popcorn, too?"

Don't say anything until they respond, just smile.