

# A Guide to New Unit Sales

Making a new unit sales call involves a blend of preparation, relationship-building, and effective communication. Follow these steps to maximize your success!



# Scouting America™

## New Unit Sales: Step-by-Step Guide

### 1. Research and Preparation

**Develop Prospects:** Look for organizations that align with the values and objectives of Scouting America, such as schools, religious institutions, civic organizations, or community groups.

**Prepare Materials:** Use the *New Unit Sales Kit* to create a packet of information highlighting the benefits of chartering a Scouting America unit, success stories from other similar chartered partners, and how Scouting America's programs align with the potential partner's goals.

**Know Your Product:** Be well-versed in Scouting America's program offerings, benefits, and the specifics of how the partnership works, including responsibilities and support provided by Scouting America.

### 2. Connect and Relate

**Reach Out:** Make initial contact via a phone call or email to introduce yourself and request a meeting. Be clear about your intention to discuss a potential partnership.

**Set the Meeting:** Once you reach someone who seems interested, aim to secure a face-to-face meeting. If this isn't possible, set up a video call. Make sure to accommodate their schedule and preferences.

**Build Rapport:** Your goal in the first meeting is to build rapport. Don't make the ask right away. Build a relationship. Begin the meeting with a friendly introduction, sharing a bit about yourself and your connection to Scouting America.

**Listen Actively:** Show genuine interest in the organization by asking about their current initiatives, challenges, and goals. Listen more than you speak in the initial phase to understand their perspective. Remember the 80/20 rule. Listen 80%, talk 20%.

**Take Notes:** Make sure you take notes (mental or written) during the meeting to refer to when preparing for future discussions with this contact.

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**Send a Thank-You Note:** Right after the initial meeting, send a personalized thank-you email or note expressing your appreciation for their time and interest.

**Pro Tip:** Be Buoyant! Don't be afraid of rejection. People may ignore your call, give you a generic "brush-off" response, or flat out say, "No." It's OK! Those things will happen a majority of the time. Remember, though, the more people you call, the sooner you will get to a "Yes!" Don't let rejection slow you down. Simply move on to the next person on your list. This is the hard part of starting new units, but this type of prospecting is a part of the process. You can do it!

### 3. Identify Needs

**Understand Their Needs:** Research the potential partner's mission, community involvement, and current youth programs to understand how a partnership with Scouting America could benefit them.

### 4. Present Options

**Present the Opportunity:** Tailor your pitch by using the information you gathered in your research to tailor your presentation. Explain how Scouting America can support their goals, benefit their community, and align with their mission.

**Highlight Benefits:** Focus on the value proposition, including youth development, community engagement, leadership training, and positive public relations for the organization.

**Share Success Stories:** Provide examples of how other similar organizations have successfully partnered with Scouting America and the impact it has had on their community.

**Address Concerns and Questions:** Be open and honest about what is involved in becoming a chartered partner or affiliate, including any responsibilities and commitments.

**Provide Solutions:** Address any concerns or questions they might have with thoughtful, solutions-oriented responses. If you don't have an immediate answer, assure them you will follow up with the necessary information.



## 5. Define Commitment

**Set a Follow-Up Plan:** Leave the *New Unit Sales Kit* materials, let them know you'd like them to review the information, and set a date for a follow-up meeting or call to discuss further. This helps keep the momentum going and shows your commitment to supporting them.

**Reaffirm the Benefits of Partnering with Scouting America:** Reinforce the benefits of the partnership, and address any remaining hesitations.

**Outline the Process:** Guide them through the specific steps of the process (signing the charter agreement, completing any necessary documentation, etc.).

**Make the Ask:** Ask for their partnership in starting a new unit.

**Bring Reinforcements:** If you are more comfortable, see if a member of your council leadership team is willing to join you for support in making the ask. Your goal is to gain agreement to start a unit. Sometimes a senior member of the team can help you do that. Bring a volunteer to both this meeting and the initial meeting.

**Pro Tip:** Sometimes this process involves numerous meetings and calls over an extended time. That's OK! Keep the lines of communication open and continue to follow up. While you're waiting, make more calls and set more appointments! Don't wait for one stream to end before starting another. Balance multiple sales calls as your time allows.

## 6. Continue Cultivation

**Provide Additional Information:** If they had any questions or needed further information, provide it promptly.

**Once the Agreement is Signed, Celebrate the New Partnership:** Announce it to the community, and begin planning the launch of the new Scouting America unit.

**Stay in Touch:** Keep the lines of communication open. Follow up periodically to check in, provide updates, or answer any new questions.

### Key Points to Communicate Throughout the Process

**Mission Alignment:** How Scouting America's goals align with the partner's mission.

**Community Impact:** The positive impact a Scouting America unit can have on the local community.

**Support and Resources:** The support Scouting America provides to chartered partners and unit leaders.

**Youth Development:** The value of Scouting America's programs in developing leadership and life skills in young people.

### Tips for Success

#### Be Professional and Enthusiastic:

Show your passion for Scouting America and your confidence in the benefits of the program.

**Customize Your Approach:** Each potential partner is unique. Tailor your approach to align with their specific needs and interests.

#### Maintain a Long-Term Perspective:

Don't make the ask too quickly. Building a strong relationship is more important than a quick sale. Focus on how you can support the partner in the long run.

#### Utilize Scouting America Resources:

Leverage materials and support from your council to provide the best possible presentation and follow-up.

**Don't Get Discouraged by a "NO":** The more people you contact, the sooner you will get to a "Yes!" If rejected, don't get discouraged. Simply move to the next person on your list and keep going!

5



6



**By following these steps and tips, you can increase the likelihood of successfully establishing a new unit with a potential chartered partner!**



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