



# Royal Rangers

Merit Requirements: **Green-Bordered Merit**

## **SALESMANSHIP**

1. Read a book on salesmanship or negotiating techniques. Write three brief descriptions, 50-75 words each, of three things you learned from reading the book.
2. Write the definitions to the following business terms:
  - a. Advertising
  - b. Business plans
  - c. Home-based business
  - d. Marketing
  - e. Mission statement
  - f. Sales and distribution channels
  - g. Service business
  - h. Target market
3. Explain the importance of salesmanship training and market analysis in sales.
4. Explain why making a good first impression is so important. List five things you can do to make a good first impression.
5. Describe, in writing, some advantages and disadvantages of believing in your product.
6. Write a paragraph, about 75-100 words, explaining Christian ethics in sales. Discuss the responsibility of the salesman for honestly presenting both the product and the results of his sales, and for customer service after the sale.
7. The six parts of a basic sales technique are as follows. Explain what you should focus on during each part.
  - a. Know the customer's needs.
  - b. Help the customer see your product's benefits.
  - c. Provide a smart solution.
  - d. Don't rush the customer.
  - e. Close the sale.
  - f. Support the customer.
8. Explain what a "closing ratio" is and why it is important to track.
9. Watch a salesman for thirty minutes. Write a 150-200-word report explaining what you thought of his technique. Explain whether you think he was a poor, average, good, or great salesman and why.
10. Give five examples of how everyone sells or uses negotiating techniques every day without being a salesperson. Show how the five parts of a sale were used in ONE of these examples.
11. Research advertising methods. Choose one method of advertising and use it for Requirement 12 (part "a" or "b"). Give a brief description of the method. Record any effect it has on your overall success.



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12. Do ONE of the following projects:

- a. Ask for financial or material support from a business or individual by promoting your Rangers ministry/program to someone so they will donate something useful to your outpost. This may include food for a Royal Rangers outing, materials for a project, expertise in teaching a merit, etc. Your commander must approve of your financial appeal before you begin.
- b. Raise funds for your outpost to help defray the cost of an event or equipment purchase by using sales of a product, tickets to an event, or some other sales activity. Your commander must approve of your financial appeal before you begin.

**Note:** For either project (“a” or “b”), use the Contact Tracking Form to keep records of all contacts made, their reactions, what happened if you got to see them, and what your closing ratio was. You must have a minimum of five contacts, two of which must be cold calls, and only one of which may be a family member, close friend, or relative.