



# Salesmanship

## Merit Badge Workbook



This workbook can help you but you still need to read the merit badge pamphlet.  
This Workbook can help you organize your thoughts as you prepare to meet with your merit badge counselor

**Merit Badge Counselors may not require the use of this or any similar workbooks.**

You still must satisfy your counselor that you can demonstrate each skill and have learned the information.  
You should use the work space provided for each requirement to keep track of which requirements have been completed, and to make notes for discussing the item with your counselor, not for providing full and complete answers.

If a requirement says that you must take an action using words such as "discuss", "show", "tell", "explain", "demonstrate", "identify", etc, that is what you must do.

No one may add or subtract from the official requirements found in Scouts BSA Requirements (Pub.# 33216) and/or on Scouting.org.  
The requirements were last issued or revised in 2023 • This workbook was updated in December 2022.

Scout's Name: \_\_\_\_\_ Unit: \_\_\_\_\_

Counselor's Name: \_\_\_\_\_ Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Please submit errors, omissions, comments or suggestions about this **workbook** to: [Workbooks@USScouts.Org](mailto:Workbooks@USScouts.Org)  
Comments or suggestions for changes to the **requirements** for the **merit badge** should be sent to: [Merit.Badge@Scouting.Org](mailto:Merit.Badge@Scouting.Org)

1. Do the following:

- a. Explain the responsibilities of a salesperson and how a salesperson serves customers and helps stimulate the economy.

Responsibilities:


How a salesperson serves customers:


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Helps stimulate the economy:.


b. Explain the differences between a business-to-business salesperson and a consumer salesperson..


2. Explain why it is important for a salesperson to do the following:

a. Research the market to be sure the product or service meets the needs of customers.


- b. Learn all about the product to be sold.


- c. If possible, visit the location where the product is built and learn how it is constructed. If a service is being sold, learn about the benefits of the service to the customer.


- d. Follow up with customers after their purchase to confirm their satisfaction and discuss their concerns about the product.


- 3. Write and present a sales plan for a product and a sales territory assigned by your counselor.


- 4. Make a sales presentation of a product assigned by your counselor.


- 5. Do ONE of the following and keep a record (cost sheet). Use the sales techniques you have learned, and share your experience with your counselor:
  - a. Help your unit raise funds through sales of merchandise or of tickets to a Scout event.
  - b. Sell your services such as lawn raking or mowing, pet watching, dog walking, snow shoveling, and car washing to your neighbors. Follow up after the service has been completed and determine the customer's satisfaction.
  - c. Earn money through retail selling.

6. Do ONE of the following:

a. Interview a salesperson and learn the following:

1. What made the person choose sales as a profession?


2. What are the most important things to remember when talking to customers?


3. How is the product sold?


4. Include your own questions.


- b. Interview a retail store owner and learn the following:
  1. How often is the owner approached by a sales representative? \_\_\_\_\_
  2. What good traits should a sales representative have?


What habits should the sales representative avoid?


3. What does the owner consider when deciding whether to establish an account with a sales representative?


4. Include at least two of your own questions.


7. Investigate and report on career opportunities in sales, then do the following:

a. Prepare a written statement of your qualifications and experience. Include relevant classes you have taken in school and merit badges you have earned.


- b. Discuss with your counselor what education, experience, or training you should obtain so you are prepared to serve in a sales position.

Education:


Training:


Experience:


When working on merit badges, Scouts and Scouters should be aware of some vital information in the current edition of the *Guide to Advancement* (BSA publication 33088). Important excerpts from that publication can be downloaded from <http://usscouts.org/advance/docs/GTA-Excerpts-meritbadges.pdf>. You can download a complete copy of the *Guide to Advancement* from <http://www.scouting.org/filestore/pdf/33088.pdf>.