

Salesmanship

Worksheet by the Merit Badge Center, Philippines



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This worksheet was created to assist Scouts with their merit badge work. The worksheet does not replace the actual merit badge counseling process. A certified merit badge counselor for the badge must still certify your completion of each requirement and the merit badge. 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. **Merit badge counselors may not require the use of this worksheet or any similar material.** No one may add, subtract, or modify the official requirements for the merit badge as prescribed by the Boy Scouts of the Philippines.

Scout's Name: _____ Unit: _____

Requirement 1. Make a report on what happens to an article of merchandise from each of five retail stores from the time it leaves the manufacturer until it reaches the consumer.

Article of Merchandise: _____

Retail Store # 1 Name: _____

Report on Retail Store # 1.

Retail Store # 2 Name: _____

Report on Retail Store # 1.

Retail Store # 3 Name: _____

Report on Retail Store # 3.

Retail Store # 4 Name: _____

Report on Retail Store # 4.

Retail Store # 5 Name: _____

Report on Retail Store # 5.

Requirement 2. Explain the value of a salesman between manufacturer and distributor, between distributor and retailer, or between manufacturer and retailer.

Value of a salesman between manufacturer and distributor.

Value of a salesman between distributor and retailer.

Value of a salesman between manufacturer and retailer.

Requirement 3. Sell a definite quantity of merchandise, the total sales value of which is in excess of P200, and relate your experience - including the methods you used to influence people, and how you overcame "sales resistance".

What merchandise did you sell? _____

Quantity of Merchandise Sold: _____ @ price per unit _____

Total sales: _____ (must exceed P200)

Relate your experience including sales method you use to influence people.

How you overcame "sales resistance".

Requirement 4. Explain the part of importance of selling in business.

Requirement 5. Explain how ideas are formed, and how a salesman can lead a customer to decide to buy.

Explain how ideas are formed.

Explain how a salesman can lead a customer to decide to buy.

Requirement 6. Do the following:

- a. Sell at a profit something you have made or grown. Keep the necessary records to enable you to fix the right selling price, and tell how much profit you have made.**

Item you are selling: _____

Selling price: _____ Profit you made: _____

Show your Merit Badge Counselor the necessary records you kept.

_____ Merit Badge Counselor's Signature

_____ Date

- b. Obtain and hold for three months, a selling job after school hours, Saturday afternoons, or vacations.**

Selling job obtained: _____

Date Started: _____

Have your work supervisory certify you have hold the selling job for at least three months.

_____ Supervisor's Signature

_____ Date

c. Visit a business concern and learn how its product is sold. Describe the selling process. Take with you at least ten questions prepared in advance.

Name of business visited: _____

Product Sold: _____

How its product is sold.

Describe the selling process.

List ten questions you prepared in advance.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

d. Name five fundamental requirements of successful salesmanship.

1.
2.
3.
4.
5.

e. Visit a successful salesman in your community, and find out what he thinks of selling as a lifework. Write in 500-word report about this.

Requirement 7. Explain the following:

- a. **“Every man is a salesman. He must sell himself his time, his ideas, his service”.**

- b. **Why truthfulness about an article is one of the outstanding requirements of good selling.**

c. What it is that every salesman sells his employer.

d. How courtesy to prospective customers aids selling.

Requirement 8. Compare two typical stores, and give points where the one excels the other - giving the reasons for such superiority, basing your comparison on the following: store location, store appearance, store capital as seen in good offered for sale, attitude of salespeople, prices, other factors.

	Store # 1	Store # 2
Name of Store		

Score the stores 1-10 (1 being the worst and 10 being the best).

	Store # 1	Store # 2	Reasons
Location			
Appearance			
Capital			
Attitude of Salespeople			
Prices			
Other:			