

Salesmanship

Merit Badge Workbook



Merit badges are earned by doing: reading the pamphlet, practicing the skills, and showing your counselor what you have learned.
This workbook gives you a place to organize your notes and track your progress along the way.
Merit badge counselors may not require the use of this or any similar workbook.
You still must satisfy your counselor that you can demonstrate each skill and have learned the information.
Use the space under each requirement to note what you have done and what you want to talk about, not to write out full answers.
When a requirement says discuss, show, tell, explain, or demonstrate, that is what you must do.
No one may add to or subtract from the official requirements found on scouting.org (Guide to Advancement 7.0.4.8).

Scouting America last updated this badge's requirements page on September 19, 2025.
Requirements change from time to time. Double-check scouting.org before you start.

Scout's name: _____ Unit: _____ Date started: _____

Counselor's name: _____ Phone no.: _____ Email: _____

Links marked "Scouting America resources" are the ones Scouting America shares on its official badge page.
Links marked "ScoutSmarts" open the matching part of Cole's guide. This workbook is unofficial and not endorsed by Scouting America.

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1. Do the following:

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

Scouting America resources: Sales Representative Duties and Responsibilities (video) · **ScoutSmarts:** Requirement 1a explained

Responsibilities of a salesperson

How a salesperson serves customers

How a salesperson helps stimulate the economy

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

Scouting America resources: Understanding B2C vs B2B for Beginners (video) · **ScoutSmarts:** Requirement 1b explained

Two kinds of salespeople

Kind of salesperson	What I learned about this kind
Business-to-business	
Consumer	

The main differences

Requirement 1 completed on _____ counselor initials _____

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.

Scouting America resources: Market Research The Secret Ingredient for Business Success (video)

Why it is important

(b) Learn all about the product to be sold.

Scouting America resources: 3 Keys for Successful Selling Know Your Product (video) · **ScoutSmarts:** Requirement 2b explained

Why it is important

(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.

ScoutSmarts: Requirement 2c explained

Product or service _____ Place I visited (if possible) _____

Why it is important, and what I learned

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

Scouting America resources: Why Is Following Up Important (video) · **ScoutSmarts:** Requirement 2d explained

Why it is important

Requirement 2 completed on _____ counselor initials _____

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

Scouting America resources: How to Write Your Marketing Plan (video) · **ScoutSmarts:** Requirement 3 explained

Product _____ Sales territory _____ Date presented _____

My sales plan

Requirement 3 completed on _____ counselor initials _____

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

Scouting America resources: How to Give Effective Sales Presentations (video) · **ScoutSmarts:** Requirement 4 explained

Product _____ Date _____

My presentation notes

How it went, and what I would do differently

Requirement 4 completed on _____ counselor initials _____

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:

ScoutSmarts: Requirement 5 explained

My cost sheet

Date	Item or service	Cost	Sales	Notes

Total costs _____ Total sales _____ Profit _____

Sales techniques I used, and my experience (to share with my counselor)

☐ **(a)** Help your unit raise funds through sales of merchandise or of tickets to a Scout event.

What I sold _____ For which unit or event _____

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☐ **(b)** Sell your services, such as lawn raking or mowing, pet sitting, dog walking, snow shoveling, or car washing, to your neighbors. Follow up after completing the service to determine the customer satisfaction.

Service I sold _____ Customers (how many) _____

Follow-up: how satisfied my customers were

_____

☐ **(c)** Earn money through retail selling.

What I sold _____ Where _____

Requirement 5 completed on _____ counselor initials _____

6. Do ONE of the following:

Scouting America resources: How to Conduct an Interview (video) · **ScoutSmarts:** Requirement 6 explained

☐ **(a)** Interview a salesperson and learn the following:

Salesperson I interviewed _____ Date _____

(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.

My own questions

My question	What I learned

☐ **(b)** Interview a retail store owner and learn the following:

Store owner I interviewed _____ Date _____

(1) How often is the owner approached by a sales representative?

How often _____

(2) What good traits should a sales representative have? What habits should the sales representative avoid?

Scouting America resources: Top 5 Traits of Great Sales People (video)

Good traits to have	Habits to avoid

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

What the owner considers

(4) Include at least two of your own questions.

My own questions (at least two)

My question	What I learned

Requirement 6 completed on _____ counselor initials _____

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

Scouting America resources: Is Sales the Perfect Career for YOU? Career Deep Dive (video) · **ScoutSmarts:** Requirement 7 explained

Career opportunities in sales

Sales career	What the job involves

My report on careers in sales

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

Scouting America resources: Easy Guide to Writing a High School Student Resume (video)

My qualifications and experience

Category	What I have
Relevant classes in school	
Merit badges earned	
Experience	

My written statement

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

Scouting America resources: How to become a Highly Paid Salesperson (video)

Education, experience, or training I should get

Requirement 7 completed on _____ counselor initials _____

Counselor sign-off

Your counselor signs your blue card or approves the badge in Scoutbook, and your unit records it. This line is for your own records.

Counselor's signature _____ Date completed _____

Official Scouting America resources

Scouting America resources: Salesmanship merit badge page (requirements and resources)
Salesmanship merit badge pamphlet (free PDF) · All merit badges · **ScoutSmarts:** Salesmanship Merit Badge Guide

Made by Cole at ScoutSmarts.com, an Eagle Scout who loves helping Scouts.
Spot an error or a requirement change? Tell me at scoutsmarts.com/contact.
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