

How to Get Your Own Locations!

STEP 1: Please understand that locating is just a **numbers game**. If you visit **10** stores, **1** or **2** should say **yes**. There is **no real selling**, just a short pitch and then waiting for a **yes** or **no**. Then you move on to the next location. The whole process is very **similar** to a Girl Scout **selling Girl Scout Cookies**. Except you are **not** asking for any money!

STEP 2: Hire a **Girl Scout**, **Boy Scout**, **student** or **senior** if you are uncomfortable or don't have time to do the locating yourself. **Who better** than a **Girl Scout** or **Boy Scout** who is used to **selling** candy to **strangers** and used to some **rejection**. Don't laugh! The **right** person can make all the difference in the world. It's **not** that easy to tell a Girl Scout, Boy Scout or Senior "**NO**"! Check in your local area to see if there is a Girl Scout or Boy Scout troop. Talk to the **Head Master**. Ask them to pick out their **best**, outgoing Girl Scout or Boy Scout or ask the Head Master to get the word out that part-time employment is available! You can also try a boy or girl club or senior center. A lot of these young people don't know the meaning of the word "no" and don't feel **rejected** when they do hear it. Use **Google** to find them. Also, did you know that most **high schools** have their own school **newspaper**? Run a cheap ad in there and you

will have a waiting list of students wanting to **help you** get locations! Another great idea is to offer this opportunity at your local **churches!** **Private schools** are great too for offering this opportunity!

STEP 3: What should you pay your student or senior? Offer **\$10.00** per every location that says “**Yes.**” A good student can visit **10** stores or businesses per **hour.** If only **1** or **2** owners/managers say “Yes” then that means your young person or senior will earn between **\$10.00** to **\$20.00** per hour. Not bad for easy **non** back breaking work. They will be **grateful** for the job!

STEP 4: Here is what you will need to set up your new **part-time helper.** Most of the charities offer **printed** hats, tee-shirts, and/or ID badges. The more your helper wears, the better. Remember, Girl Scouts and Boy Scouts are used to wearing a uniform. Also, order **brochures** if the charity has them.

STEP 5: Find out if your helper has a **car.** Many of them do. If not, offer to drive them around while you sit in the car or offer to rent them a car for the day.

STEP 6: Show the helper the Snack Vendor[®]. Go over the **snacks** you will be selling in your vendor and **teach** them everything you can about the **charity** you will be representing. Most charities have a **website.** Give your

helper the web address and have them go to the website and **bone up** before starting!

STEP 7: Go to the website yourself of the charity you are representing. **Print** out one of the following:

1. Missing children pictures;
2. Children with cancer pictures;
3. Needy animal pictures.

You can have them laminated and then placed into a presentation folder or you can use the plastic brochure protectors available from Staples.

STEP 8: If you want to have the owner or manager **sign** a **Location Agreement**, I have supplied you with a master copy in your **Home Study Course**. You will need to print some and go over them with your helper or you may want to handle this yourself when you deliver the Snack Vendor[®] to the location.

Warning: Many route operators do **not** use them because it gives the owner/manager one more reason to say “**No.**” I **only** use them on my bigger, more **expensive** vending machines, not with the Snack Vendor[®]. However, the choice is yours to make, **not** mine. It’s your business and you take all the risk in every decision you make!

STEP 9: Here is what you should **give** your helper:

- A. The **list** of **locations** (the stores and businesses you want your helper to visit)!
- B. Location Agreements if you are using them and if you want your helper to get them **signed** for you.
- C. The presentation folder of Missing Children, Children with Cancer, or Needy Animals. Note: Get pictures from the charity's website.
- D. Brochures from the charity if they have them.
- E. The **printed** logo hat/cap, tee-shirt or ID badge from the charity you are representing!
- F. A sample Snack Vendor[®] filled with candy (if your helper has their own car).
- G. Give your helper the **sales pitch** of what you want your helper to say to the owners and managers of the stores and businesses. Note: **Sample** sales pitches are included in your Home Study Course.
- H. Extra sample snacks to give out to the owners and managers (this is optional).

STEP 10: What's next? Have your helper practice reading the sales pitch to you until they **no** longer need to **read** it from the printed sheet of paper.

STEP 11: Ask your helper **questions** about the charity you are representing and see if the helper can **answer** them. For example:

A. Name of the charity.

B. What does the charity do?

STEP 12: You are ready for your helper to start visiting stores and businesses.

I find it **best** to have your helper walk into the location with the Snack Vendor[®] in their arms and if the owner/manager says "**Yes,**" then the helper can leave the sample Snack Vendor[®] **behind** on the counter **instead** of delivering the Snack Vendor[®] at a later date. By delivering the Snack Vendor[®] at a later date, you are giving the owner or manager a chance to **change their mind**.

If **you** are the one **driving** the helper around, you can hold the door open for your helper then go back and sit in **your car** until your helper comes out or you can go **inside** the locations but let your helper do **all** the **talking!**

STEP 13: If you **want** the location your helper secured for you, pay your helper **\$10.00** for each one they **secure** for you.

STEP 14: Not **all** locations will be as profitable as you **like**. After your helper has gotten **all** the locations needed to place all of your Snack Vendors[®] in locations, then **rehire** your helper to **upgrade** some of your locations on your vending route that **might** be turning a profit but you **feel** would make **even more money** for you in an **upgraded** better location.

Upgrading your **slower** locations is a big part of the vending business. In order to **make the most money, don't neglect it!**

Suggested Sales Pitch for You or Your Helper!

(Enter store and look for someone in charge and recite sales pitch)

STEP 1: “Hi! I work with (not for) a charity that (pick one) finds missing children, helps children with cancer, or helps needy animals. These Snack Vendors[®] help with that.”

STEP 2: Show the Snack Vendor[®] and **point** to the big sign attached to the back of the Snack Vendor[®] of a missing child, a child with cancer or needy animal.

STEP 3: **Point** to the brochure holder and say that we offer **free** brochures to help get the word out to the general public on _____(pick a charity of your choice).

STEP 4: Show any other pictures that you might have taken from the charity website and put into a presentation folder.

STEP 5: Say, “The charity shares the profits. I’d like to leave one here to help. There is no liability for theft or breakage and it helps find lost kids, children with cancer, or needy animals.” END OF SALES PITCH!

STEP 6: If the answer is “**No**” then ask them, “Would you please try it for just **(1) week** on a **trial** basis and if it doesn’t work out, we will remove it. **Guaranteed no questions asked!**” Stop talking and wait for a yes or no. Either way, thank them for their time!

STEP 7: If he or she says “Yes,” help find a place where the Snack Vendor[®] will do well and be secure. Close to the cash register is usually good. Prior to giving the sales pitch, it is productive to look around the store and see what locations you think might make sense for the Snack Vendor[®] to be placed on.

The 3 keys to your success...

**#1:
LOCATIONS!!!**

**#2:
LOCATIONS!!!**

**#3:
LOCATIONS!!!**

How many of each type of location listed below do you think you have in your area? Right now, fill in the blanks with your estimated numbers and you'll begin to understand why you will never run out of locations for the vending machines. Your machines could very well be placed into any combination of these fine establishments, near the cash register, at the entry/exit, etc.

Fill in the boxes below to see that the location possibilities are endless!

Estimate how many
in your area

1	Academies	
2	Accounting Firms	
3	Airport Restaurants	
4	American Legions	
5	Amusement Parks	
6	Animal Clinics	
7	Animal Shelters	
8	Arcades	
9	Apartment Clubhouses	
10	Apartment Complexes	
11	Athletic Clubs	
12	Attended Laundries	
13	Auction Houses	
14	Auditoriums	
15	Auto Dealerships	
16	Auto Parts Shops	
17	Auto Repair Shops	
18	Bagel Shops	
19	Bakeries	
20	Bank Lobbies	
21	Banquet Rooms	
22	Barber Schools	
23	Barber Shops	
24	Bars	
25	Beauty Colleges	
26	Beauty Salons	
27	Beauty Schools	
28	Beauty Supply Shops	
29	Bicycle Shops	
30	Billiard Parlors	
31	Bingo Halls	
32	Boards of Trade	
TOTAL		

Estimate how many
in your area

33	Bookstores	
34	Boutiques	
35	Bowling Alleys	
36	Broadcasting Stations	
37	Business Offices	
38	Bus Terminals	
39	Cafés	
40	Cafeterias	
41	Campground Shops	
42	Candy Shops	
43	Car Accessory Shops	
44	Carnivals	
45	Car Rental Offices	
46	Car Washes	
47	Church Social Halls	
48	Clinics	
49	Club Houses	
50	Clothing Stores	
51	Cocktails Lounges	
52	Coffee Houses	
53	Coffee Shops	
54	Coffee Stands	
55	College Campuses	
56	College Dorms	
57	College Student Lounges	
58	Community Centers	
59	Computer Stores	
60	Computer Labs	
61	Concert Halls	
62	Convenience Stores	
63	Convention Centers	
64	Convention Halls	
TOTAL		

Estimate how many
in your area

65	Country Clubs	
66	Country Stores	
67	Customer Waiting Rooms	
68	Dance Clubs	
69	Dance Studios	
70	Dating Service Clubs	
71	Delicatessens	
72	Diners	
73	Discos	
74	Doctors' Offices	
75	Doughnut Shops	
76	Drive-Ins	
77	Drug Stores	
78	Dry Cleaners	
79	Employee Break Rooms	
80	Emporiums	
81	Escrow Offices	
82	Executive Air Terminals	
83	Executive Suites	
84	Exhibition Halls	
85	Exposition Halls	
86	Factories	
87	Family Fun Centers	
88	Family Hair Salons	
89	Family Restaurants	
90	Fast Food Chains	
91	Fitness Centers	
92	Florists	
93	Fine Restaurants	
94	Flea Markets	
95	Fraternal Organizations	
96	Furniture Stores	
TOTAL		

NOTE: If you are unsure how many locations in each category, consult your Yellow Pages.

Estimate how many
in your area

97	Galleries	
98	Garages	
99	Gas Stations	
100	Gift Shops	
101	Grocery Stores	
102	Golf Courses	
103	Golf Shops	
104	Gymnasiums	
105	Gyms	
106	Government Offices	
107	Gun Shops	
108	Health Clubs	
109	Highway Rest Stops	
110	Hospital Cafeterias	
111	Hospital Gift Shops	
112	Hospital Waiting Rooms	
113	Hotel Lobbies	
114	Hotel Gift Shop	
115	Ice Cream Parlors	
116	Ice Skating Rinks	
117	Industrial Parks	
118	Insurance Agencies	
119	Jewelry Stores	
120	Kids' Stores	
121	Laundromats	
122	Law Offices	
123	Libraries	
124	Leasing Offices	
125	Lens Centers	
126	Legal Workshops	
127	Lobby/Lounges	
128	Lounges	
129	Lube Centers	
130	Lunch Rooms	
131	Manufacturing Plants	
132	Malls	
133	Marinas	
134	Medical Centers	
135	Meeting Halls	
136	Military Bases	
137	Miniature Golf Courses	
138	Motel Check-In Counters	
139	Motorcycle Shops	
140	Motor Vehicle Depts.	
TOTAL		

Estimate how many
in your area

141	Movie Theaters	
142	Muffler Shops	
143	Music Stores	
144	Night Clubs	
145	Nursing Home Lobbies	
146	Office Building Lobbies	
147	Office Bldg. Lunch Rooms	
148	Oil Change Centers	
149	Pack/Ship Locations	
150	Parks - City	
151	Parks - State	
152	Pizza Parlors	
153	Playground Centers	
154	Postal Centers	
155	Post Office Lobbies	
156	Print Shops	
157	Private Clubs	
158	Private Schools	
159	Police Stations	
160	Public Buildings	
161	Pubs	
162	Quality Lounges	
163	Quality Restaurants	
164	Racetracks	
165	Racquetball Clubs	
166	Radio Stations	
167	Real Estate Offices	
168	Recreation Centers	
169	Rental Centers	
170	Rinks	
171	Retail Stores	
172	Retirement Centers	
173	Rod/Reel Shops	
174	RV Parks	
175	Saloons	
176	Sandwich Shops	
177	School Staff Rooms	
178	Skating Rinks	
179	Snack Bars	
180	Senior Centers	
181	Service Centers	
182	Service Stations	
183	Shoe Stores	
184	Shopping Clubs	
TOTAL		

Estimate how
many
in your area

185	Shopping Malls	
186	Ski Shops	
187	Social Clubs	
188	Spas	
189	Sports Bars	
190	Sports Centers	
191	Stock Brokerage Firms	
192	Tanning Salons	
193	Taverns	
194	Teachers' Lounges	
195	Tennis Clubs	
196	Tennis Pro Shops	
197	Telemarketing Firms	
198	Textile Companies	
199	Trade Schools	
200	Trade Shops	
201	Train Depot	
202	Travel Agencies	
203	Tire Stores	
204	Toy Stores	
205	Tourist Attractions	
206	Trucking Companies	
207	Truck Stops	
208	Tune-Up Centers	
209	Universities	
210	Used Car Dealerships	
211	Utility Companies	
212	VFW Halls	
213	Video Arcadees	
214	Video Rental Stores	
215	Waiting Rooms	
216	Warehouses	
217	X-ray Centers	
218	YMCA	
219	YWCA	
220	Yogurt Shops	
221	Zoos	
TOTAL		

GRAND TOTAL
of locations available

