



How to Sell

Stanton's South Texas Smoked Beef Sticks are designed to be easy and simple to sell

Selling Points:

1. They are individually wrapped and self stable for food safety and good hygiene.
2. They are nutritious being low in fat and carbs and high in meat protein.
3. They sell for \$ 1.00 each. Almost everyone has \$ 1.00 to try one.
4. They are made with only high quality beef. NO MYSTERY MEAT.
5. **THEY TASTE GOOD!!!**

Sales Plans

➤ Teacher Conducted Sales

In this sales plan the teacher sells the beef sticks at the beginning of each class. Students are usually hungry and beef sticks make a great nutritional snack for them. Some teachers even specifically list times of the day when students visit their classroom for beef stick sales

➤ Student Conducted Sales

Assign students a bag of beef sticks which they are to sell away from school. Friends, family and neighbors are always fair game. Many times parents can sell beef sticks at work.

➤ Club Table Sales

Have your club set up a table to sell beef sticks at sporting events, band concerts, grocery stores, or city festivals.

Remember Almost everyone has \$ 1.00 to try one. It's not a hard sell. If you can get them to try the first one, they will be coming back for more.

GOD'S SPEED – HAPPY SELLING

With each sale the money you make goes back to your club to help pay for much needed awards, trips, lodging, meals, scholarships, etc.