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Ways to Sell

- The Parts of the Popcorn Sale:
- Show-n-Sell = Pre-Order product so Scouts have it in hand to sell to customers. (sold via storefront or door-to-door "wagon sales")
- Take Order = Collect orders on form, deliver later
- Online = Often sales to those out of town (Scouts can even create their own online selling page)

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How It Typically Works:

- Use the initial Show & Sell order to supply popcorn to Scouts who can sell it to customers on the spot, either at storefronts, canvassing the neighborhood, and more. Product is paid for later after sales are collected.
- Scouts also collect orders on their order form/in the app. Near the end of the sale, collect a total of all orders.
- Use any remaining inventory from the initial Show & Sell order to fill orders.
- Place your final order by bag(container) at the end of the sale to deliver any remaining items.

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Set Your Goal

- Your Unit goal should be based on every Scout earning their Ideal Year of Scouting.
- What is the Ideal Year of Scouting? It's your Unit's calendar of Adventures and Events, such as Campouts, Day Trips, Blue & Gold, Pinewood Derby, and more!
- Provide each Scout with the Adventure of Scouting.
- What do your Scouts want to do?



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Set Your Goal


- What is your Ideal Year of Scouting?
- Popcorn goals should be based on your budget to fund your budget with one fundraiser. Share what the unit will get to do with the funds.
- How much Popcorn will each Scout sell to earn their way?

SALES GOAL WORKSHEET				
Fund Your Ideal of Scouting with Popcorn!				
SCOUT GOAL				
\$340	÷	34%	=	\$1,000
Ideal Year Cost Per Scout		Unit Commission		Scout Sales Goal
UNIT GOAL				
\$1,000	x	30	=	\$30,000
Scout Sales Goal		Scouts in Unit		Unit Sales Goal

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Commissions

- Online Sales – 30%
- Base Commission – 29%
- Bonus Commission Volume Sales – Sell \$16,000 or more – 3%
- Bonus Commission Sell \$2,500 & sell more containers than in 2021 – 1%
- Everyone Win's Bonus Commission – If the Council hit's \$1 million in Gross Sales everyone will receive an extra 1% commission to be applied at the end of the sale.



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70% back to local kids

WISCONSIN BADGERS COLLECTION TIN \$65 Over \$45 to local kids*	KETTLE CORN & WHITE CHEDDAR GIFT BOX \$40 Over \$28 to local kids*	CHOCOLATE PRETZELS \$30 Over \$20 to local kids*
SALTED CARAMEL \$25 Over \$17 to local kids*	WHITE CHEDDAR \$25 Over \$17 to local kids*	SWEET AND SALTY KETTLE CORN \$25 Over \$17 to local kids*
12PK UNBELIEVABLE BUTTER MICROWAVE \$25 Over \$17 to local kids*	POPPING CORN \$15 Over \$10 to local kids*	CARAMEL CORN \$15 Over \$10 to local kids*

Trail's End.

SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!

Send a gift of popcorn to our first responders, troops at home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:
\$50 \$30 \$15

Visit trail-end.com/terms for details.

More products available through online direct APP.

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Trail's End. REWARDS Collect points to earn Amazon.com Gift Cards and choose the prize YOU want!

Earn More! Earn Easier! No need to write in orders!
 Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transactions fees.
1.25 PTS Per \$1 Sold App Credit / Debit Card (minimum and maximum) 1PT Per \$1 Sold Cash and Online Direct

POINTS	GIFT CARD
17,500	10% off
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

An Amazon.com Gift Card prize program where kids get to buy the prizes they want. The more you sell, the more you earn!

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Council Bonus Prizes

- \$800 seller - 3PCS Transformable Chain Robot
- Toy DIY Deformation Robot Deformed
- Mechanical Spiral Twister Fingertip
- Decompression Fingertip Toy for Kids
- \$1,500 Seller - 1 Boulder Climbing Gym Pass
- \$3,000 Seller - 2 Kalahari Waterpark passes
- Weekly Drawings - \$100 Cabela's Gift card - Sell \$450 Friday to Thursday. Sales must be recorded in the TE app as reports will be pulled from TE System. (9/23, 9/30, 10/7, 10/14 and 10/21)

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Set Your Goal

- The average sale per Scout in GEC last year was \$637
- Does your Scout want the Kalahari Water park passes – Sell \$3,000 and \$150 Amazon Gift Card

Refer back to the goal set for each scout... What do they want and how are they going to get there.

Have the scout break it out:


- \$1100 to family and friends
- \$1000 door to door
- \$900 Show and Sell - \$100 per hour – They need to sign up for 9 hours of selling



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Unit Kickoff


- The single most important thing is... **ENTHUSIASM!**
- If it's not you, then find that person!
- Dress up the room, pop popcorn.
- Have games for Scouts to play the minute they walk in the door.
- Role play a "sale" either at a storefront and at the neighbor's door.
- Families should walk out excited, informed, and ready to sell.
- Promote prizes, especially your unit incentives.



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Message to Parents

- Ask for the commitment/set the expectation out of the gate.
- No out-of-pocket-expense to enjoy 12 months of Scouting activities
- Do one fundraiser a year; more time enjoying Scouting
- Scouts ...
 - Earn their own way
 - Learn life lessons and responsibility
- All Scouts will enjoy the Unit's program
- Consumers are motivated to purchase based on the cause
- We should ask our boys and parents to go out and be confident that our communities WANT to support Scouting. They will IF we ask them to.



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Scout Sales Speech



- Hi, my name is _____ (say first name only).
- I'm a Scout with Pack/Troop/Crew _____ here in _____ (city/town).
- I am raising funds to earn my way to Scout Camp next summer (or other big adventure).
- (Hand the customer the order form and a pen and point out your favorite flavor. Consider recommending a \$25 or more item.)
- You'll support me, won't you?
- Practice, practice, practice!
- The most successful sellers can recite this in their sleep.

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Scout Training Video



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The Trail's End App + Leader Portal

THE APP IS FOR SCOUTS AND FAMILIES TO RECORD SALES



THE LEADER DASHBOARD IS FOR KERNELS ONLINE (Best used on a computer)



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Trail's End App

The App is for Scouts and Families to record sales:

Ask families to log all of their sales in the app. This will allow you to see real-time sales totals, inventory levels, and cash management.

Scouts can accept credit cards through the app.

Free credit card processing (paid by GEC & TE). Everything together. No need for a separate square account.

Text **APPGUIDE** to 62771 to download the App Quick Start Guide



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Leader Portal

Online Sale Management Platform:

- Manage your unit's sale ALL in one place!
- Order Popcorn; easy prize submission; set your unit/Scout goal
- Invite your Scouts to register; manage Scout roster
- View real-time sales, inventory, and cash management
- UNIT to UNIT product transfers
- Have Scouts create a selling account in the popcorn system (either via app or online). This will be necessary for prize redemption.
- Scouts can accept credit cards through the app
- Create, schedule, and manage storefront sites and shifts



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Leader Portal



All functionality built for mobile.

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How to Setup a Storefront

- Place your initial Show & Sell order so that you have popcorn available to sell to customers on the spot.
- Sign-up/Reserve your unit a time shift at a local retail store. Ask a local store manager in your community if you can setup a table and then simply create a location from the dashboard.
- Customize larger shifts into smaller time blocks for your unit. Once published, your unit's storefront availability will display to your unit.
- Ask families to login to their account and sign-up for shifts.
- **Benefits:**
 - 1) A rotating customer base outside or your normal network.
 - 2) Get parents bought-in to covering a few shifts.



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Running a Storefront

Make storefront supplies available to those setting up the booth.
Usually the first shift. Supplies to consider: table/tablecloth, banner, order form, cash box, donation box, spare change to start, envelopes.

Provide a specific amount of popcorn for the day's storefront.
(Optional: Log the amount in the dashboard so you know exactly how much was assigned to that location.)

Record all sales in the app.
Will allow you to see sales and inventory levels and accept credit cards.

Verify totals. Check product back in or pass to another shift.
Sales recorded should match the inventory you have left.



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How to Setup Door-to-Door & Blitz Days

- Scouts can also go around their neighborhood and sell door-to-door.
- They can either take product with them (wagon/parent driving) to hand to customers on the spot or collect orders to deliver later.
- One of the top individual sellers in the country (over \$75,000) does almost 100% door-to-door sales.
- **Neighborhood Blitzes / Organized Blitz Days**
 - This is when a group of Scouts get together and have fun while canvassing an entire neighborhood together. This allows several Scouts to knock out an entire neighborhood quickly and lets them sell with friends. Have some ice cream afterward to cap things off.

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How did a Cub Scout Pack Sell \$190,000 with 85 Scouts?

Built A Team

- Shared ideas and shared efforts
- Planned the sale like a business

Show & Sell Focus

- One Scout and one parent per shift
- Four shifts per Scout

Used Technology

- Online Show n Sell schedule
- Accepted credit cards
- Individual sales tracking

Parent Buy-In

- Character develop program
- One fundraiser a year: no dues
- Committed to 8-10 hours of their time

Motivated Scouts

- Added unit prizes to what council is providing
- Recognition of top sellers: THE PIE IN THE FACE

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Key Dates

- Place Your Initial Order (by Aug. 29)
- Pick-up Your Popcorn (Sept. 15 Janesville or Sept. 16 Madison)
- Place Your Replenishment Order (Sept. 29)
- Pickup Replenishment Order (Oct. 6 & Oct. 7 at Madison Service Center)
- Place Final Order (Oct. 21)
- Pickup Final Order (Nov. 10 Janesville or Nov. 11 Madison)
- Final Payment Due (Nov. 23)

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Training Videos

From the leader portal training tab.

Team Building & Planning <ul style="list-style-type: none">Team Building & Planning	Ways to Sell <ul style="list-style-type: none">Ways to Sell	Show n Sell <ul style="list-style-type: none">Show n Sell
Sale Logistics & Best Practices <ul style="list-style-type: none">Sale Logistics & Best Practices	Kickoff <ul style="list-style-type: none">Kickoff	Prizes & Incentives <ul style="list-style-type: none">Prizes & Incentives
Accounting <ul style="list-style-type: none">Accounting	Resources <ul style="list-style-type: none">Resources	Scholarship Program <ul style="list-style-type: none">Scholarship Program

POPCORN TEAM TRAINING

- Videos are located on the training tab of the leader portal and the app
- Developed by Team that sold \$190,000
- Focused on Show n Sell/Show n Deliver

SHORT TRAINING VIDEOS

- Team Building & Planning
- Ways to sell
- Show n Sell basics
- Booking locations
- Scheduling shifts
- Merchandising a table



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T.E. Open Office Hours

- Have a question or a few?
- Swing by our Trail's End Popcorn Community Facebook page every Wednesday starting Wednesday, July 27th at 7pm EST through Wednesday, November 9th at 7pm and we'll be LIVE to help answer any questions that come through.
- Open office hours are in addition to the Customer Support email + Social Media platform support outlets provided.

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What's Next?

- Attend Popcorn Kick off (Done) and ask questions. We're here to help!
- Watch the Popcorn Training videos on the Leader Portal Training tab
- Set goals and determine how you are going to get there.
- Book storefronts based on your sales goal: \$250 avg/two-hour shift x # of shifts booked = sales \$ goal
- Prepare for your Kickoff: Have an agenda and recruit a helper – high energy and fun! Focus on Parent buy-in. Training focus: How to run a successful storefront
- Place your Show N Sell order (due by 8/29)
- Have fun!




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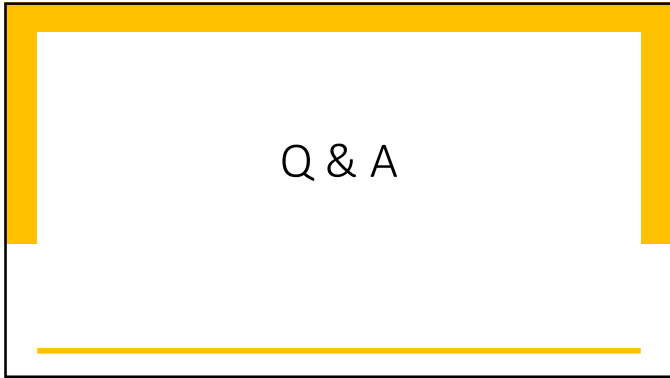
Glacier's Edge Council Popcorn Team

Council Kernel: Bobby Gingerich email: rmgingerich@yahoo.com
Council Staff Advisor: Margaret Williams email: Margaret.Williams@Scouting.org - Till 8/31
Council Staff Advisor: Oliver Dupree email: Oliver.Dupree@scouting.org - starting 9/1
Council Customer Service: Cindy Lee email: Cindy.Lee@scouting.org - Starting 9/1
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Indian Trails District Director: Andrew Olsen email: Andrew.Olsen@Scouting.org
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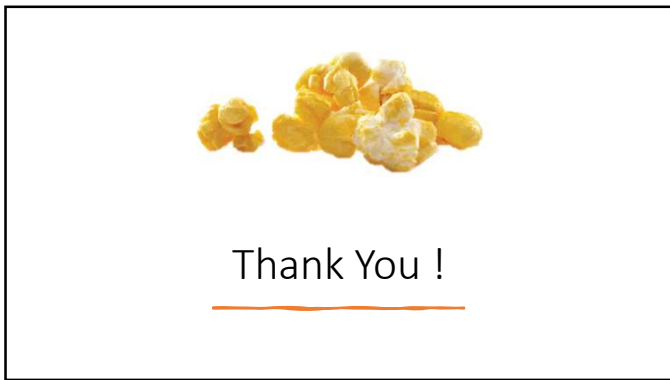
- Facebook Groups
- www.facebook.com/GECPopcorn/
- www.facebook.com/groups/TEPopcornCommunity/



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