

Popcorn Sales Made Easy

Pack 822



Palm City, FL

If you are wondering “How do I hit my Popcorn Goal?” Pack 822 has proven methods to make it easy. Here is how:

The Trails End App is your new best friend. When utilized, your Scout (with your help) can pay for their year of Scouting.



-Download the Trail's End App on your phone.
You can also text APP to 62771 for a link to download the app.

-If you are setting up your profile for the first time, **you must select the correct Pack or it won't get tracked and we won't get credit for the sales.**

- Please enter the following info when getting started:

PACK 822
SAILFISH
GULF STREAM COUNCIL

Think outside the box. Have fun and be creative.

Your Scout is going to learn how to set and achieve a goal. They will learn how to handle rejection and build their self confidence by speaking with people in our community.

CASH DONATIONS

Donations from "Wagon Sales" are credited towards any sales shortfall versus the goals and/or the out-of-pocket expense/Buyout (if required).

ALL SALES MUST BE LOGGED IN TRAILS END!!!

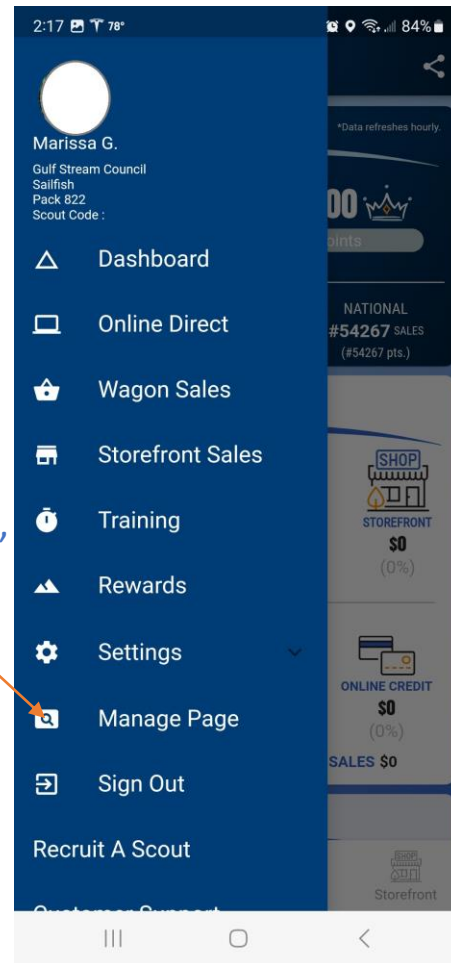
Online Sales –

Through your Trails End App you will be able to set up your Scout's profile, share the link to their page, and you get 100% of the sales credited towards your popcorn goal. You can see your results instantly.

Open your toolbar here



Set up your Scout's "Popcorn Page" here

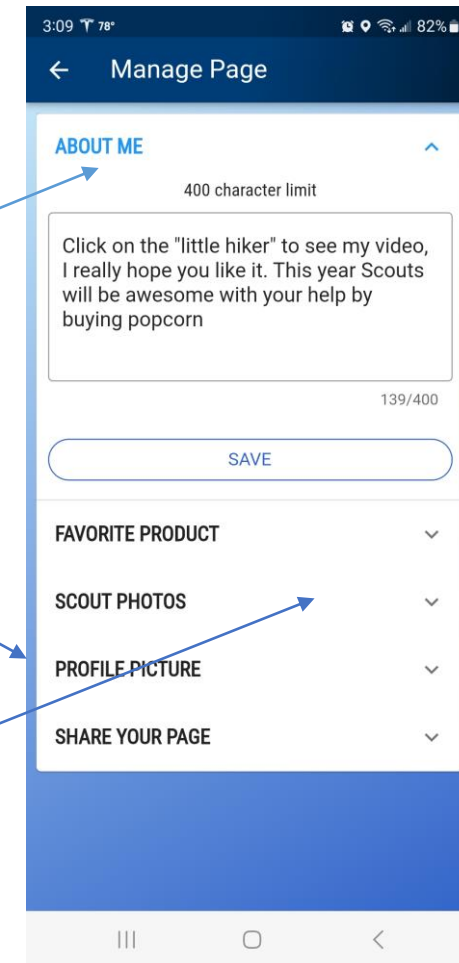


Setting up your Scout's page is a key for success

- Write about how buying Popcorn helps Scouts have fun in the "About me Section"

- Insert a cute picture of your Scout. (preferably in Class A uniform)
That picture will be on their Homepage.

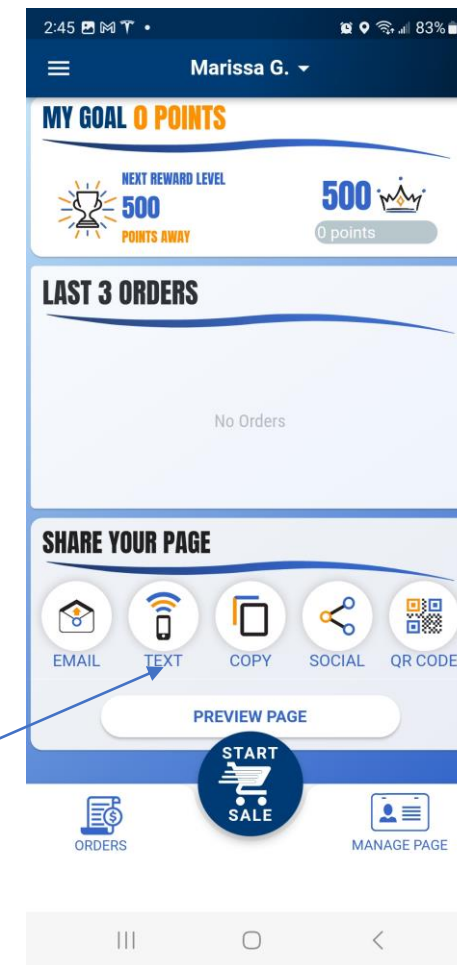
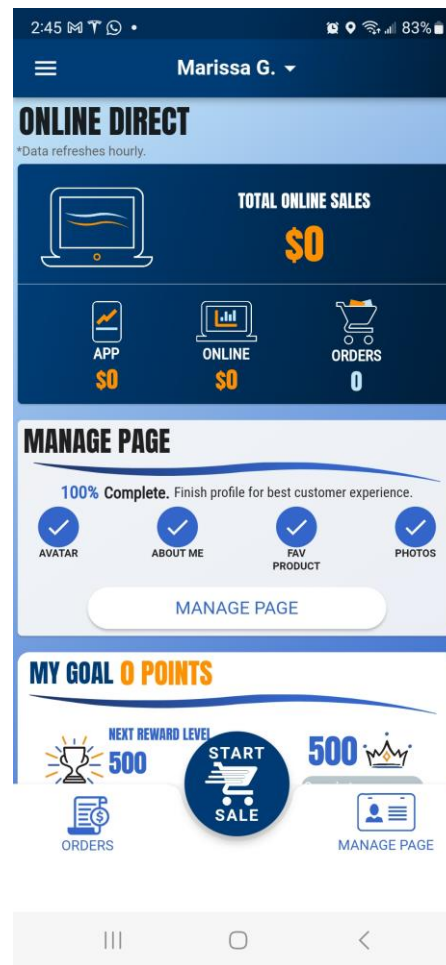
- Upload a video – this is a great way for your Scout to practice their Popcorn Pitch for Storefront Sales.
(videos can also be uploaded to google drive or other platforms to be shared)





Go to "Online Sales" here

Choose "Storefront Shifts" here



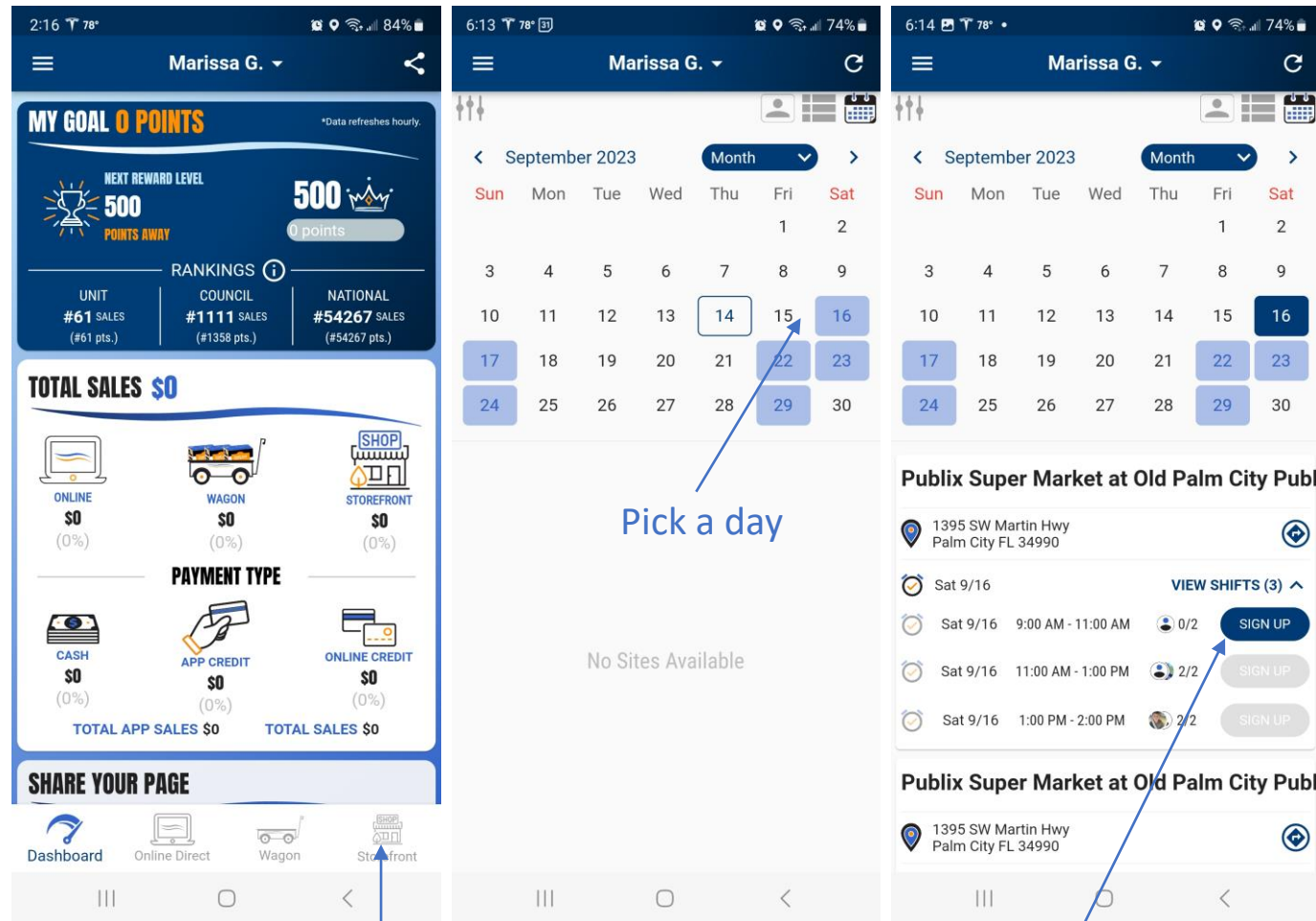
Share your Scout's page here! All methods work 😊

Sending the link to yourself, then sharing the link from your own email or text messages works great. Having your Scouts call friends and family on the phone, then sending your page link works even better.

Storefront Sales –

This is one of the easiest ways to hit your popcorn goal. Last year, we averaged \$185.00* per Scout for each two hour shift worked. Storefront shifts are scheduled through your Trails End app. (*average changes annually)

- Two scouts are needed per location per shift.
(For potty breaks and it increases sales opportunities)
- Parents MUST accompany Scouts the entire time.
- Dress to impress = Class A uniforms only.
- Bring fluids for you and your Scouts (No eating or gum please)
- Parents, bring chairs to sit behind display. (Battery powered fans are your friend)
- Scouts must always stand in front of display.
- Setup will be by store entrance or exit. Please do not solicit at both.
- Scouts: **make eye contact, speak loudly, and SMILE**
- “Storefront Sales” all sales and donations are shared equally. No one gets a “bad shift.” We take all sales and donations, then divide them by total amount of shifts worked. Each shift gets credited their fair share (amounts may fluctuate as sales per shift goes up or down)



Start here

Pick a time

- First shift needs to get Table, “Sales Box”, and inventory from Popcorn Colonel or from whoever had last shift from day prior.
- Last shift needs to return items to Popcorn Colonel or person working first shift next day (Teamwork makes the dream work.) 😊
- Make sure to have your Trails End App open to log sales and take Credit Cards.
- If inventory runs low, please contact Popcorn Colonel. (contact info in sales box)
- At the end of your shift, please put your names on an envelope from the sales box. Then list your totals and leave them in the cash box.
- All cash boxes will have some money to start each shift to make change from first cash sales.
- Make friends with your teammates! Help your kids work together.
- Utilize your Scouts strength by age: Young Scouts just need to be cute. Older Scouts need to talk more and engage with people in our community.
- New families: Try to book your first shifts with experienced Scouters.
- Have your Scouts practice their pitch!!! Scouts telling people how their money helps them do amazing activities and have fun = \$\$\$\$
- Position the table not too close to the entrance = it give the Scouts time to make eye contact and engage. Don't set the table far back = you want people up close for sales. Position Scouts to throttle people towards our display. Have Scouts initiate customers with their pitch then parents can help with the transaction. Lastly, ALWAYS say “Thank you & have a nice day” to people who say “no”= many will turn around and donate or buy popcorn 😊

Example of how to set up display – Make it the way you feel is best



Hello, would you help our Pack today? If you buy popcorn it helps us go camping 4 times a year with my family. It lets me do other fun things like our Pinewood Derby where we build and race cars. We even just did a rocket launch!

Would you like to see what we have?

(Close the sale 😊)

If people say the popcorn is expensive = “Think about it like donating money and getting a bag of popcorn”

Wagon Sales –

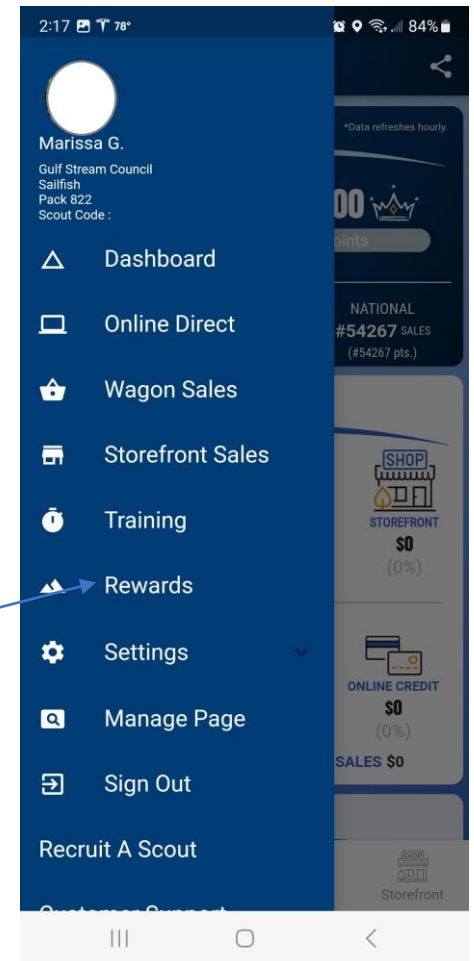
This is “Door to Door” sales or in person sales (not Popcorn Shifts). *“If your neighbors won’t buy Popcorn from your Scout in Class A uniform, it might be time to find new neighbors.”* 😊

Rewards

- Order forms for “Wagon Sales” are available (or for use as a tool to present what is for sale.) All sales are entered in Trails End and marked as “Undelivered.”
- Orders can be entered through your Trails End app and shipped directly to the customer.*
*(*any orders with chocolate is sent when the weather gets cooler)*
- Orders can be taken, then delivered by your Scout at the end of Popcorn Sales.
- Have your Scout rehearse their sales pitch.
- Class A Uniforms – Look sharp.
- Your Scout gets credit from all sales made.
- Don’t be shy - get out there and smile.

Earn points for Amazon.com gift cards from sales. Pay attention to Trails End emails for goals and bonus credits.

Available at the end of Sales after Council approval.



- Download the app.
- Set up your page.
- Share your Scout's page with your family, friends, and co-workers.
- Sign up for some Popcorn Shifts.
- Get out and knock on your neighbors doors.
- Do it any way you want. Mix it up and try each way.
- If you put in some effort up front with your Scout, this will be easy.