



Unit Sales Guide

Steps To Success

Why Trail's End Popcorn?

- **Highest Profit Return-70%**
 - You can earn enough money to fund your unit's scouting program needs for the entire year
 - With part of the revenue generated, Council uses funds for camping programs, leader training, Camporees, etc.
- **No Up Front Money**
 - A council run fundraiser that allows your unit to order the product needed for a successful sale.
- **A Turn Key Program**
 - All sales tools provided for success: Printed forms, online ordering, Scout prizes, training videos, etc.
- **Proven Product Quality**
 - Research has proven that 2 out of 3 people when asked will buy Trail's End Popcorn to help support the Scouting Program
 - 92% of consumers will buy product again each season
- **Teaches Life Lessons**
 - Teaches Scouts the responsibility of "Earning His Own Way" and builds self confidence
 - Scouts learn leadership skills and financial skills
 - The Popcorn sale provides Scouts with an opportunity to earn advancements and merit badges
- **Program Support**
 - District Executives and Kernels are available to help you reach your program goal.

Less Time Fundraising = More Time For Scouting

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Unit Sales Potential



Each Scout Selling 15* Containers		Every Scout Fills Up A Sheet (25 lines)	
Unit	Pack 38	Unit	Pack 38
Number of Scouts	54	Number of Scouts	54
Fall 2006 Gross Sales	\$ 4,456	Fall 2006 Gross Sales	\$ 4,456
Commission Percent	35%	Commission Percent	35%
Unit Commission-2006	\$ 1,560	Unit Commission-2006	\$ 1,560
Average container sales per Scout	15	Filling a Sheet (minimum containers)	25
Average Retail Price	\$ 14.55	Average Retail Price	\$ 14.55
Gross Sales Potential	\$ 11,786	Gross Sales Potential	\$ 19,643
Unit Commission Potential	\$ 4,125	Unit Commission Potential	\$ 6,875
Additional Commission Potential	\$ 2,565	Additional Commission Potential	\$ 5,315

*Based upon research, the average Scout sells 15 containers

What Can You Do With The Extra Revenue?

- 1.
- 2.
- 3.
- 4.
- 5.



Steps For A Successful **Unit Kick-Off**



- 1) Provide plenty of popcorn and snacks and make it exciting for your sales team-The Scouts
- 2) Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one fundraiser, the Trail's End Popcorn Sale.
 - a. Determine how much popcorn you will need to sell to reach your goal:
$$\text{Budget goal} / \text{commission rate} = \text{Sales goal}$$
- 3) Communicate the Unit's sales goal and each Scout's Popcorn sales goal. Have the boys write their goals on the Take Order Forms.
- 4) Show the Scouts what prizes they can earn by hitting their sales goal.
 - a. Have a prize for the top seller in the Unit and/or each Den; Ticket to local amusement park, video game, gift cards, etc.
 - b. Review the Trail's End National Prize Program with the \$1,500 Prize and \$2,500 Scholarship Program.
 - c. Review the "Fill Up An Order Sheet" patch program
- 5) Role-play with the Scouts and how to sell.
 - a. Review the safety and selling tips
- 6) Review sales materials and key dates
- 7) Do a skit or fun activity to get the boys trained and excited about the sale, and to teach them about Safety when selling.

Keep It Fun!

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Family Fact Sheet

Important Dates

Our sale will begin on: _____ and end on _____

Money turn in date is: _____

We will have a Unit Popcorn Kick-off

Date: _____ Time: _____ Location: _____

Popcorn pickup date: _____ Location: _____

Goals

The following popcorn goal will allow your son to enjoy a Scouting year with exciting Scouting programs

Our Unit's Popcorn goal is: \$ _____

Each family's Scout goal is: \$ _____

We plan to use part of the Popcorn money raised for the following:

1. _____
2. _____
3. _____

Key Contacts

Name: _____ Phone: _____ E-mail: _____

Name: _____ Phone: _____ E-mail: _____

Additional Information



Sales Methods



Show-N-Sell

Unit orders product up front and sets up in front of a busy storefront.

- 1) Secure location prior to the sale. Ask store manager for permission
 - a. Some good locations: Wal-Mart, convenient stores, shopping malls, donut shops, etc
- 2) Work in two-hour shifts. Don't have the entire unit attend at one time.
 - a. Two Scouts per shift is ideal
 - b. Have at least one parent per shift
- 3) Do not block the store entrance
- 4) Be sure to leave the location clean
- 5) Set up a display of the products. Do not use tables; Scouts tend to hide behind it.
- 6) Sales are credited to the Scouts working the shift at the time
- 7) Any leftover product is to be used to fulfill your Take Order needs

Advantage: When selling in a group with leaders, it is a good training ground for Scouts. Typically, lower dollar sales but when combined with the Take Order method will increase sales.

Take Order Sale

The Scout goes door to door with a Take Order form. Customer writes his/her order and Scout delivers product and collects money in a few weeks.

- 1) Set up a sales territory within your Unit's area
- 2) Assign two Scouts to a territory
- 3) Have a parent accompany each sales team
- 4) Determine the timeline for when orders are due to the leader
- 5) Two out of three people will buy when asked
- 6) Only 19% of households have been called on to buy popcorn

Advantage: High dollar sales per customer and only order what you need

On-Line Sales

Scouts contact friends and family members via e-mail, phone, person contact, etc. and provides them with his key code. Consumer logs onto www.orderpopcorn.com and orders product (by the case), pays by credit card, and has product delivered to their home. Scout can also provide his key code to customers when delivering their orders

Advantage: Allows Scouts to sell to friends and family members who live out of state. Also allows for repeat purchases year round.



Scout Selling Tips

1. Always wear your class A uniform
2. Never sell alone or enter anyone's home
3. Practice the sales presentation
 - a. Who you are (first name only) and where you are from.
"Hi Sir, my name is Brian and I am from Cub Scout Pack 38"
 - b. What you are doing
"We're working very hard to try and help raise money for our scouting activities for this year."
 - c. What they can do to help you
"You can help us by buying some of our delicious Popcorn!"
 - d. Close the sale
"You'll help us, won't you?"
4. Be polite and always say "Thank You"
5. Always walk on the sidewalk and/or driveway
6. Keep your Take Order forms each year for repeat customers
7. Have mom and/or dad take an order form to work
8. Plan on how many sales you will need to reach your sales goals.
 - a. Determine whom you will ask to help you reach your goal.
 - b. Remember, "two out of three people will buy when asked".

You are selling Scouting!

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Pack 38
Jersey Shore Council
Kick Off Agenda



- 1) Natalie (leader) welcomes everyone.
- 2) Review the Pack's budget goal for the year-\$125 per Scout
 - a. Review the Scout sales goals for the year
 - b. Inform Parents on how the money is spent.
 - c. Scouts exceeding the goal-Scout Accounts for summer camp
- 3) Review sales materials and key dates
 - a. Review the Take Order selling process
 - b. Money collection-Checks payable to Pack 38
- 4) Scout incentives
 - a. Prize program-Show samples
 - b. Trail's End National Prizes
 - i. Fill up an order form program
 - ii. Sell \$1,500 and receive a \$50 gift card in addition to their prize
 - iii. Sell \$2,500 and qualify for a college scholarship
 - iv. Top seller in each Den to receive a camping package
 1. Sleeping bag, tent, single burner stove, 4-in-1 light, monocular
- 5) Review safety and selling tips.
 - a. Give out Trail's End website
- 6) Scout buy-out option (\$100) or other fund-raiser?
- 7) Distribute family packets

Sample Agenda

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