

2018 Popcorn Sale

What is the same?

➤ Products and Commission:

Base Commission = 32%

On-time Payment = 3%

Max with Council Prizes = 35%

Max without Council Prizes = 40%

*Online Sales = 40%

What is different?

➤ Council PRIZES and PATCHES!

- Will be distributed by BSA National Supply Group
- Unit Leaders will order prizes through a protected website
- Prizes and patches will ship directly to the Unit Leaders
- T-shirts will be distributed by Council
 - Ordering deadlines will be strictly observed.
 - **Your Unit account must be paid in full before your Unit Prize Order will be approved.**

➤ DISTRIBUTION

- The Popcorn Warehouse will serve as a “Popcorn Pantry”
- The Warehouse will be stocked with product for the sale season.
- Units may check out product, as needed.

➤ RETURNS

- Unlimited returns to the Warehouse through Thursday, October 18th
- Beginning Friday, October 19th, all returns are limited to 5% (retail value) of remaining, checked-out stock.
- Last day for all returns – Thursday, November 1st

NOTE: August 31st – September 28th only complete cases may be checked out or returned.

October 3rd – November 1st cases and individual units may be checked out or returned (see return policy).

➤ ONLINE training – available without an account at sell.trails-end.com

TIPS FOR A SUCCESSFUL UNIT SALE

- **ENTHUSIASTIC Leadership** – This is a motivating factor for both the Scouts and their parents.
- **Unit PROGRAM PLAN and budget** – Planning the Unit’s yearly program around a budget demonstrates just how much it costs to provide a great program.
 - Plan for things you do every year.
 - Make a wish list of things your Unit would like to do or buy.
 - Base your budget on your typical Unit size.
- **Establish GOALS** – Both the Unit and the Scouts need goals.
- **Establish a UNIT INCENTIVE PROGRAM** in addition to Council’s rewards program.
- **Create Popcorn Calendar for your Unit** – Be mindful of Council’s deadlines.
 - Note: Council Prize ordering deadlines will be strictly observed.
- **Class A Uniforms** should always be worn.
- **KEEP ACCURATE RECORDS** – It is important that each Scout receive credit for what they earn
- **Train Scouts** to sell scouting.
- **Encourage parents** to set up their Scout’s [Trail’s End](#) Scout page.
- **Military donations** – Don’t forget your military donation jar.
- **Review the Popcorn Handbooks** –for both the Kernel and Scout/Parent handbooks.

THE SALES PITCH

- ✦ **Focus on Scouting instead of popcorn.**
- ✦ **Ask “yes” questions. “Can I count on your support?”**
Avoid asking “no” questions. “Do you want to buy popcorn?”

Sample Sales Script:

Hello my name is _____ and I’m with Cub Scout Pack / Boy Scout Troop _____.
My goal is to _____. **May I count on your support?**

- ✦ **Be specific** on how the money will be used. People are more willing to purchase if they know where the money is going. “I’m raising money to go to Philmont next summer.”
- ✦ **Up sell** – “For just \$5 more you can get the salted caramel.” “For \$30 you get 3 flavors that would cost \$15 per bag if bought individually.”
- ✦ **If someone says** – “It’s not on my diet.” Or “I can’t eat it because I’m diabetic.” – let them know that it makes a great gift for the holidays or suggest a Military Donation to Popcorn For Our Troops.
- ✦ **Practice** – Have Scouts practice their pitch until they don’t have to think about what they are going to say.

SHOW & SELL, TAKE ORDER, and SHOW & DELIVER TIPS

- ✦ Schedule Show & Sells at locations with a lot of customer turn over.
 - Make sure to speak with the store manager, general manager, or owner (not just a shift manager).
 - Confirmation letters are a great idea.
 - SignUpGenius.com or Signup.com are great free resources for scheduling shifts online.
- ✦ We suggest only a few Scouts (1-3) sell during any one Show & Sell shift.
 - This maximizes the amount of sales credited to each Scout.
- ✦ Pack items that you will need for the sale: popcorn, banners, table, chairs, canopy, change, receipts, military donation jar, Military Donation Cards, pens, schedule, bottle water, etc.
- ✦ Set up product and site in an organized fashion. Remember a Scout Leaves No Trace.
- ✦ Checks should be made payable to your Unit... NOT to Council.
- ✦ Plan for weather conditions and available day light.
- ✦ Remind Scouts and parents to be mindful of safety precautions.
- ✦ **Scouts should give Take Order customers a receipt with contact information and the date of when the Scout expects to deliver their order.**
- ✦ Don’t get discouraged – not everyone will say yes. Focus on your goal and celebrate milestones.
- ✦ Remember to use leftover Show & Sell popcorn inventory for Take Orders.
- ✦ Remember – two deep leadership!

Popcorn Questions?

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