

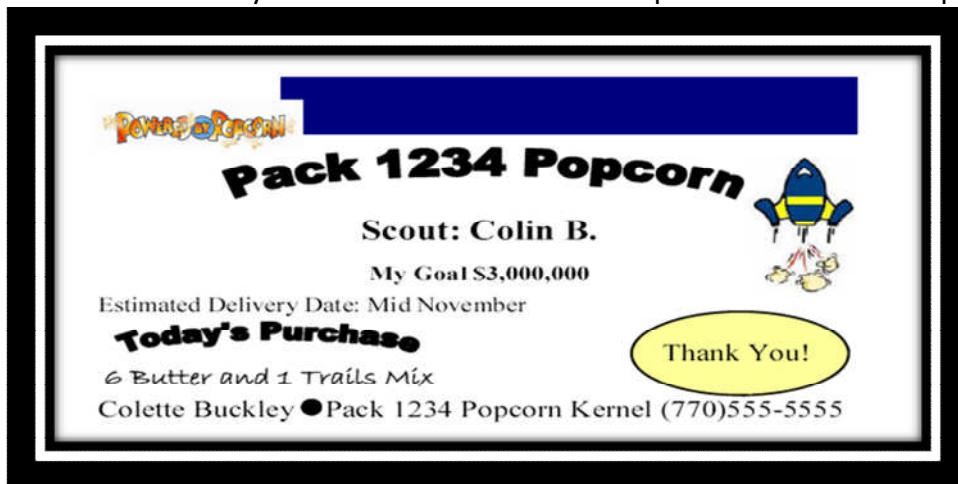
2009 Popcorn Sale
Best Practices Seminar
June 18, 2009

- **Unit Kickoff**

- Have a meeting DEDICATED to the Popcorn Sale!
- The objective of your Popcorn Kickoff is to:
 - Get Scouts excited about selling
 - Get parents informed about why they should sell
- A good action plan is:
 - Keep it fun!
 - Keep it exciting!
 - Keep it short!
- **Kickoff In a Box**
 - At your Service Area Kickoff you will receive a “Kickoff In a Box”. This box will contain many tools you can utilize at your Unit Popcorn Kickoff and your actual sale. In this box:
 - Marshmallow Blaster! (To show off to your Scouts!)
 - Baggy of marshmallows (of course!)
 - 4-5 bags of Unbelievable Butter
 - Lots of balloons!
 - Trail’s End baseball cap
 - Unit Kernel Guide (Extremely helpful!! A must read!!)
 - Council Fill It Up Packet
 - “Brick Campaign” flyer (great incentive for units to sell!)
 - Unit Popcorn Kickoff Agenda (sample)
 - Scout Sales Tips
 - Training DVD (helpful!)
 - Sale Planning Packet
 - Pen
 - Patch
 - Pin
 - Yard Sign
 - Military Donation Poster
 - Sales Date Poster

- **Be prepared**

- Set up a Popcorn Committee
- Set Goals
- Market the Sale
 - Make up posters and post them at your church and other locations
 - Try to get an ad in the local newspaper or neighborhood newsletter
 - Utilize the Yard Sign you will get at your Service Area Kickoff
- Communication to Parents
 - Send letters, emails, voicemail blasters, meetings
- Setting Show-n-Sell Dates
 - Strategically plan when you will have show-n-sell.
 - 1st and the 15th of the month are common pay days!
- Scout Thank You Cards
 - Create “Thank You” cards for customers who purchase popcorn. This card should have Scout/Parent contact information, estimated delivery date and what the customer purchased. See example below.



***If you need help creating these please let me know
(contact information is located at the end of this summary)***

- **Motivation/Incentives**

- Ideal Year of Scouting
 - Plan your year's worth of scouting activities – Determine how much it will cost – Set a goal to sell enough popcorn to cover all activities.
 - This will reduce cost to parents!
 - The Council has tools to help you plan your Ideal Year of Scouting!

- Unit Prizes
 - In addition to Trail's End prizes and Council prizes, units should have their own prize program. It doesn't have to be big. It can be simple and inexpensive.
 - **Example:** Top seller in the Unit gets to throw a pie in the face of a leader (My apologies if you are reading this and you are a leader!)
 - Acknowledge your top sellers! They will appreciate it.
- **Sales Tips/Ideas**
 - Scout Sale Tips
 - Set a goal!
 - Always wear a uniform while selling popcorn
 - Sell to relatives
 - Ask parents to bring an order form to work
 - Sell online to people out of state!
 - Explain to customers WHY you're selling popcorn
 - Have a sales speech prepared
 - Ask, Ask, Ask...People can't buy what they don't know about!
 - Have fun! Be Creative!
 - "Blitz Day"
 - Begin with a breakfast rally for Scouts and parents
 - Set an overall Pack or Troop sales goal for the day
 - Display prizes they can earn that day
 - Have Leaders and Scouts fan out across town to sell
 - Assign specific neighborhoods
 - Take product along to sell on-the-spot
 - Finish the day with a picnic, awards and prizes
 - "Mystery Buyer"
 - Go to someone you know in your neighborhood – Supply them with a small "prize" – Explain to them that when a Scout from Pack/Troop "XYZ" knocks on their door to sell them popcorn, they should give the Scout the small "prize" you supplied them – Announce to your Scouts that there is a "Mystery Buyer" in the "XYZ" neighborhood and if they knock of their door to sell them popcorn they will get a special prize
 - You are motivating the Scouts to knock on doors!
 - Corporate Sales
 - Self Explanatory!
- **Upcoming Dates**
 - Service Area Kickoff
 - See other attachment

