# Pack #196 2024 Popcorn Selling Campaign

Popcorn Kernel: JR Callahan

# WHY SELL POPCORN?

### **Fund Adventures**

- Blue and Gold Ceremony
- Pinewood Derby
- Fall Camporee
- Christmas Parade
- Advancement
- Annual Dues

#### **Scouts Learn**

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

### **Scouts Earn**

Scouts will love the REWARDS

- Millions of choices with Amazon Gift Cards
- High earners (\$750+) participate in Pie in the Face or similar activity

# WAYS TO SELL

## ONLINE DIRECT

- Sell online & ship directly to customers.
- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

# STOREFRONT SALES

Leverage high foot traffic locations reserved by Unit Leaders.

## WAGON SALES

Direct sales to family, friends, neighbors.

- Sign up to sell in front of a store
- One parent and one Scout is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later

# **GET READY TO SELL**

# **Perfect Your Sales Pitch**

 Introduce yourself and where you are from

Hello, I'm\_\_\_\_ from [Unit #]

Let people know what you are doing

I'm helping to pay for camping adventures

Close the sale

Can I count on your support?

End with a pitch for credit cards

We prefer credit/debit

# **Sales Tips**

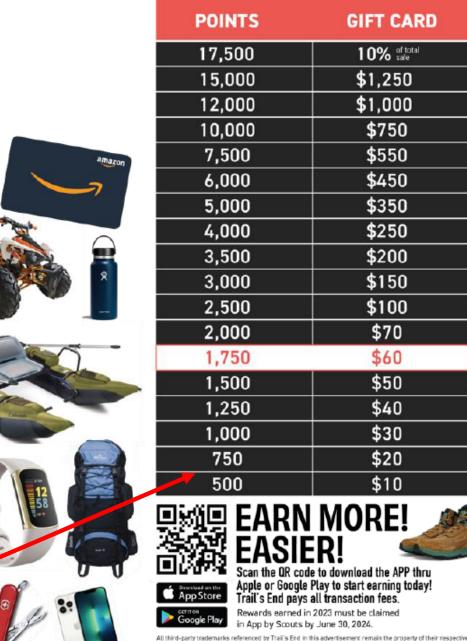
- Always wear your field uniform (Class A)
- Always speak clearly and say 'Thank you."
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for "What is your favorite flavor?"
- Ask the customer to support you/Scouting

# TRAIL'S END

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-Gift card!\*

Individual Goal – ~\$550 or ~640 points



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## **PRODUCTS 2024**

It's simple, give consumers what they like, and they support more! We offer popular products & flavors eaten frequently by everyone.



#### S'MORES POPCORN

- Delicious chocolatey marshmallow and graham cracker flavor Celebrate fun times around a campfire
   Popped in equipment unique to the industry
   \$25 Retail





#### SWEET & SALTY KETTLE CORN

 Perfect salty sweet flavor, more popular with consumers and popped in equipment unique to the industry
 \$15 Retail
 6 cups | 3.5oz

#### WHITE CHEDDAR POPCORN

 Cheesier and sharper taste, a very delicious cheddar flavor

闭 \$20 Retail

♂ 16 ¾ cups | 6oz



#### POPPING CORN

 All natural, popping kernels for those who enjoy making popcorn from scratch
 \$17 Retail
 28oz



#### UNBELIEVABLE BUTTER MICROWAVE POPCORN

 A delightful combination of popcorn, oil, salt, and butter that is the perfect anytime snack to share with friends and family.
 \$25 Retail

I2 Microwave Bags



70% FUTURE LEADERS

WHITE CHEDDAR

POPCORN

-800 a

#### SALTED CARAMEL CORN

Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
 \$25 Retail
 6<sup>3</sup>/<sub>2</sub> cups | 14oz



#### CHOCOLATEY PRETZELS

 Perfect blend of pretzel crunch covered in chocolatey goodness
 \$30 Retail
 12oz

# Individual Goal – \$550 - Breakeven

\$530 is **EASY** to obtain with the right plan and hard work!

- \$550 = ~4-5 storefront hours
- \$550 = ~25-30 items sold in wagon sales.

Meet your neighbors, recruit your parents to sell product at work. Get creative and have fun!

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High Earner Goal –
$750
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High earners get to participate in Pie in The Face and throw a pie at a leader of their choice!!!

Pack Goal – \$550 average per scout

# **KEY DATES/NEXT STEPS**

## Add these dates to your Calendar

- On-Line sales start now- www.trails-end.com
- September 7<sup>th</sup> Popcorn Sales Begin
- Storefront Sales
  - September 7<sup>th</sup> October 3<sup>rd</sup>
  - 97 X 2 Hour Shifts to be claimed!
  - More can be added
- October 29<sup>th</sup> Final Unit Popcorn Order Must be Entered into the Popcorn System
- November 15<sup>th</sup> Final Popcorn Distribution to Units
- Early December Scouts will receive their earned rewards – Right Before Christmas!

## **NEXT STEPS**

- Provide contact info for online app user creation.
  - Child
  - Guardian Name
  - Phone
  - email
- Signup for a storefront tonight or next pack meeting (8/26)
- Download the Trail's End app and make sure you can login.
- Contact JR Callahan with any questions
  - 812-345-7625
  - jamrcall@gmail.com