



Prepared. For Life.™



Popcorn Kick-Off

Rio Grande Council
Boy Scouts of America



Welcome to the Popcorn Kick-off



BASIC INFORMATION

Commission Plan

30% for Unit Selling

Program Kick-Off Bonus 5%

Total Possible Commission = 35%

To qualify for Performance Bonus, units must attend the kick-off, turn their orders & money in on time. Must also order in FULL CASES.

Limited supply of popcorn will be available at Scout Shop!

BASIC INFORMATION

Calendar


Sept 4th – Nov 1st
 Scouts take orders in neighborhoods and parents workplace.

November – 1st
 * Popcorn Orders, and Money Due
 To Council Office

Prize Orders Due Online

November 16th
 Popcorn Pick-up
 Scouts Deliver Popcorn

(* Must be turned in on time to qualify for performance bonus)



BASIC INFORMATION

Great Prize Program
 Prize Cards shipped directly to unit Popcorn Kernel
 See Popcorn Sales Sheets for Gift Card Levels


Partnering with Keller Marketing to provide prizes to your Scouts.

Scholarship Program Form
 Scouts Selling over \$2,500 qualify for a college scholarship!



Take Order Forms

- Product Information on the Forms
 - Detailed information on products
 - Wide Range of Prices
- Prize information on Scout Form
 - Plethora of Prizes for your youth



You Can Do it!!!

- **Don't be afraid to set the bar high**
– **The kids will reach for it!!!**



BASIC INFORMATION

**What to submit online by
November 1st**

Unit Popcorn Order

Prize Order form from Keller Marketing

\$2,500 Scholarship Form



Tips for Success!



To Succeed You Must Remember One Thing!

**You Are
NOT
Selling Popcorn!**

You are selling the Scouting Program, isn't this something you already believe in?

Train Your Scouts How to Sell

- In addition to safety tips, training the Scouts on actually what to say at the door is very important. They should be able to repeat a 3-5 sentence "sales pitch" to consumers in order to be successful.
- Knowing details about the products, pricing, tin designs, etc. isn't as important as being able to explain WHY he's raising the money.
- In advance, plan out what you feel comfortable with, and communicate it with your boys at the Kickoff several times. Have fun with it!
- A "close" is very helpful. For instance, "Popcorn sales will allow me to be able to go to camp. *Will you help me get to camp?*"

Basic Scout Salesmanship Training: A Scout's Appearance

- ✓ All Boys In Full Scout Uniform
- ✓ All Boys Know the Presentation
- ✓ All Boys are Courteous At All Times!
- ✓ Everyone spoken to is shown appreciation for taking the time to listen!

**Basic Scout Salesmanship Training:
The Presentation:
5 Principles to Success!**

- Tell them who you are – First Name Only!
- Tell them where you are from!
- Tell them what you are doing.
- Tell them what they can do for you.
- Close the sale!

**Basic Scout Salesmanship Training:
The Principles in Use....**

- *Hi sir, my name is _____*
- *I'm a cub scout with pack _____*
- *We're selling popcorn to help raise money for our pack.*
- *You can help us by trying some of our delicious popcorn.*
- *You'll help us, won't you?*

Have the boys practice until they don't have to think about what they are going to say.

Have A Blitz Day!

Blitz Day is the best way to start a Unit's sale. It gives Scouts an opportunity to sell, to sell with their friends, and to get off to a good start. It helps Units cover their communities.

- **Again, advance planning is essential.**
Know the area (map?) and set it up for the Scouts and parents to cover it well. Have a fun activity planned for everyone afterwards where you can communicate more details / reminders to all.
- **Ensure Parental Involvement**
After telling Parents at the Kickoff about the program, prizes, goals, etc., explain that Blitz Day is the one time the Unit needs their assistance. One to two parents per street (4 Scouts).
- **Ask More Consumers.**
82% of consumers have never been asked, 70% buy when asked. Consumers will support Scouting if asked. Parents, keep a record of those "no one home" houses.



SALES GOALS MAKE A DIFFERENCE

- Scouts that set a goal averaged sales of \$626
- Scouts without goals average sales were \$304
- Units that set goals sell twice as much as units without goals

Take the Challenge
How to Fill Up One Take Order form in
LESS than One Week

| Daily Activity Plan | Number of items to Sell |
|---|-------------------------|
| Saturday (Blitz Day) Participate in your Den, Pack or Troop Blitz Event, or have Mom or Dad Drive you around to the homes of family and friends in other neighborhoods. | 12 items |
| Monday: Sell to Mom and Dad at home after your Scout meeting. | 2 item |
| Tuesday: Sell to neighbors on both sides and two neighbors across the street. | 4 items |
| Wednesday: Call both of your Grandmas and two favorite Aunts | 4 items |
| Thursday: See if Mom/ Dad can take you in uniform to their work lunchroom | 8 items |
| Friday: Whew! Take a moment, and decide where to go sell over the weekend! | |
| Total Sales..... | 30 Containers |

Super Achiever Club

- Any unit that sells a minimum of \$10,000 in gross sales will receive a bonus incentive of 1.5%
- Each \$5000 sales (up to \$30,000) will receive an additional 1.5%.
- Use of the Check will be to the Unit Committee's Decision
- Bonus Checks will be mailed after December 31st.

• Two Military Options

- \$30 Silver Level
- \$50 Gold Level

- Military orders accounted for over \$19,000 of the total popcorn sale!



Military Orders

- Support our troops with \$30 or \$50 worth of popcorn
- No product to pick up or deliver
- Money must be collected up front
- The product mix for each military product donation will be determined by Trail's End and will handle all aspects of the donation shipments
- Great way for scouts to handle a "No thank you" on a sale!

Product Mix

- Chocolate Lovers Collection \$55
- Sweet and Savory Collection \$40
- Cheese Lovers Collection \$30
- White Chocolate Pretzels \$25
- 18pk Kettle Corn \$25
- Caramel Corn w/ Almonds and Pecans \$18
- Unbelievable Butter \$18
- Butter Light \$18
- Cheddar Cheese Corn \$15
- Carmel Corn \$10



Things to Ponder About Selling

Ask More Consumers!

7 out of 10 people buy when asked

- ✦ They believe in the value & quality of our popcorn
- ✦ They want to support Scouting
- ✦ 81% have NOT been asked to buy popcorn
- ✦ 70% are asked by a friend or relative

If every Scout in our council averages \$600 that would mean over \$420,000 back to local scouting!



Have a Kick-Off!



Build your best Kick-Off

- Set the tone for the sale by having fun
- Motivate your scouts
 - Unit Incentives
 - Top Selling Patrol/Den items
 - Scoutmaster Pie in the Face
- Communicate your plan for the Unit
- Kick-Off Plans are located at:
 - www.trails-end.com

What To Do NOW?

Spend Some Time to PLAN Things Out

First, make sure your Unit's Program is set, or determine the costs / set your Unit's popcorn sales goal and the "per-Scout" goals" based on those costs. Then, plan your Unit's Kickoff, your Blitz Day event, and your total coverage plan.

Have a Great Unit Popcorn Kickoff

Create excitement by explaining the year's program, prizes, any additional Unit incentives, play games, etc. Give out the sales goals, and communicate to Parents about what's "in it for them". Also, make sure your Scouts are trained, and explain your Blitz Day plan / details.

Blitz Day

Blitz Day: help your Scouts get off to a good start. What's your coverage plan for the community / neighborhood, and any nearby ones where your Scouts can sell?

Keep Going to Reach Goals

Remind Scouts that consumers will support them if they are asked because they believe in and value Scouting and trust the Trails End quality. HIT YOUR GOAL!

Popcorn Order System

- Receive the username and password
- You can change the popcorn kernel information once you are in the system
- Login at:
 - www.trails-end.com
 - Select Leaders
 - Popcorn System
 - Enter username and password

I NEED HELP ORDERING

- In Popcorn System look under the help tab
- PDF file on how to order popcorn and prizes
- Common problems people have area
- Last resort: District Popcorn Kernels can help walk you through the ordering



Go Have Fun!
