Kernels of Wisdom-
Tips from Top Selling Kernels

Show and Deliver is the easiest and best way to sell popcorn door to door. A Scout in full uniform with a little red wagon full of Cub Scout popcorn is hard to resist. All he has to say isé

ñHi! My name is _____ and Iôm selling Cub Scout popcorn to earn a College Scholarship. Wonôt you help me? We have the popcorn with us!ò

Other Tips

1. Plan out your sale over the summer and identify what the unit goals are for program. Determine how much it all will cost and determine the amount of popcorn needed to fund Scouting for everyone.
2. Plan your Show and Sell/deliver order by asking families how much they want to sell.
3. Start early by organizing show and sell locations, calling store managers, and mapping your neighborhoods to insure sufficient coverage.
4. Organize a Unit KICKOFF that is exciting, memorable, give out prizes and food. Set expectations with families and motivate them to succeed. Offer up a unique UNIT prize program, ie. Special drawings for weekly performance.
5. Distribute a weekly newsletter, enews or communication tool to let parents know what is expected, whatôs next, where to go, what to do, etc. Tell them both when things are to occur and why they are happening. Effective communication will keep the sale going smoothly.
6. Train your scouts and families in how to sell. Have Scouts role play their pitch with each other and provide feedback. Some Troops even host a Salesmanship Merit Badge class in September to help their boys. For your sanity, also train them how to fill out the forms correctly.
7. Help Scouts set a goal that will achieve success for the Unit as well as motivate them.
8. Encourage the GNFC Fill a Sheet drawing program as well as the $600 Stomp Rocket award.
9. Promote all of the prizes; Unit Prizes, Council Prizes, College Scholarship, GNFC Bonuses
   Keep track throughout the sale of how Scouts are doing. Have them turn in their filled forms and chart their progress on a poster. Constant encouragement at den meetings, Pack meetings, Patrol meetings and via email blasts to share great stories and successes will help.
10. Give NEW families, especially TIGERS extra help and support. They are your biggest group that can affect the outcome of your sale. Provide attention and monitoring to help them.
11. Have an effective sales strategy which includes all of the methods of sales; Show and Sell, Show and Deliver, Take Order, Online sales, Military program and neighborhood Blitz Days.
12. Constantly remind parents why they are participating. Build the case for their high level of involvement by telling them Scouting can be FREE and popcorn provides a way for Scouts to be thrifty, earning their own way.85% of households have never been asked to support a Scout. Get out there and ask! The more you ask the more you sell. Itôs that simple.
13. Know how the Scouts are doing by checking in on themé donôt let them fall short of their goal, or the next level of prize. Last year one Scouts sold $2,350 and didnôt know there was a College Scholarship at $2,500.
14. Celebrate with a victory party after the sale is over and distribute prizes.
15. Make sure you fill out all paperwork for additional bonus prizes.
16. Encourage Scout mentoring; older Scout sells with a younger Scout
17. Share profits with Scouts who go over and above the minimum level set by the Unit