There are
Different Ways to Sell Popcorn!

Show & Sell

Show & Deliver

Take Order Sale

Online

Use these guidelines to plan your fundraiser strategy

Ways To Sell Popcorn

Show-n-Sell

- **Order 50-70%** of the product you ordered the year before to have on hand. Units do not pay for products up front. Units must order online by August 14th, 2009.

- **Set up product in a high traffic location.**
  Dick's Sporting Goods – Transfer Station – Wal-mart
  Post Office – Dunkin Donuts – Local Hardware Store
  Get Store Manager's approval!

- **Work Multiple Locations at one time, do not overcrowd.**
  Assign different Dens or Patrols to separate locations.

- **Make up a sign to let people know who you are and what you're doing.**
  Pack/Troop 22 SS Peter and Paul
  "Earning our way in Scouting"

- **Schedule two to three Scouts to work a two hour shift.**

Best Practices

- Have Scouts sweep store front.
- Do not use a table, stack product up in a pyramid.
- Have samples for customers to taste.
- Let Scouts handle everything, money, product.
- Teach Scouts how to approach customers & make recommendations.
- Hi, my name is Chris and I'm raising money for my Scouting Program. Will you help me?

Ways To Sell Popcorn

Show-n-Deliver

- Order 50-70% of the product you ordered the year before to have on hand / utilize product from S-n-S.
- Scouts go door to door with their Take Order Form. Never with Product.
- Parents and/or Leaders accompany the Scout(s) with a supply of product in their vehicle.
- Upon completing the sale, the Scout offers the consumer an opportunity to purchase and take the product right away or informs the consumer that he will be back in a few weeks with their order if the consumer does not want to purchase product immediately.
- Parents and Leaders like this method because if 30% of the consumers choose to purchase the product immediately it saves time on returning to the home to deliver the product and collect the money.

Trail's End™
America's Best Popcorn

Ways To Sell Popcorn

Take Order Sale

Best Practices

- Scouts go door to door with the sales form, asking neighbors to support their scouting program.
- Have Scouts wear their class A uniform.
- Use Den and Patrol time to allow Scouts to work in teams.
- Check your progress towards your goal weekly with your Scouts.
- Scouts should inform customer what they are planning to do with the money.
- Map out your territory and keep track of the neighborhoods and streets worked.
- Have Scouts call on local businesses, a great product for their employees and customers.
- ***Create a Blitz Day.***
  - Create blitz day teams
  - Give each team areas/streets to cover (mapping)
  - Have prizes for all Scouts who fill a sheet
  - Have a prize for top selling scout in each den/patrol
  - Set a specific time for the blitz day, 9 am to 1pm
  - Meet at a central location and have a hotdog roast, award prizes and **Have FUN**

Trail's End America's Best Popcorn

Online Sales

Go to www.orderpopcorn.com

- Each Unit Leader must add their Scouts to the online system.
- When added to the unit, the Trail's End online system will generate an "Order Key" which Scouts will use to set up their account, email friends, relatives, parents co-workers, etc.
- When a customer visits www.Orderpopcorn.com and uses the Scouts' Order Key they can view and purchase products.
- The Scout's Order Key will keep track of his online sales.
- The customer will pay shipping and the products will be delivered directly to the customer's home.
- No going door to door, no collection of money. It's all done online.

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