

How to Become a Master Popcorn Seller

Tips on Popcorn Selling

- Always wear your uniform. If your Scout cannot get a uniform, try to wear a unit t-shirt or general scouting t-shirt.
- Always be with an adult.
- Know the products
- Set a goal you want to reach in sales
- Work on store front and neighborhood sales with other Scouts
- Make a list of people you know to ask

App:

- ◆ Register and use the Trail's End App
- ◆ Use the Online Direct option through the app to sell products you don't have on hand
- ◆ Add photos and your goals to your Trail's End profile

Social Media:

- ⇒ Use images, videos, and live streams on Facebook and Instagram to get orders
- ⇒ Create a sales video (go to the Trails End Popcorn Community FB page for ideas)
- ⇒ Encourage family and friends to share your posts
- ⇒ Post 2-3 times per week. Before 8am, between 12-3 pm, and 6-9pm are the best times to post.
- ⇒ Don't over post.

Email:

- ◇ Build a list of contacts and keep track of who you emailed
- ◇ BCC so you can send one email to many people at one time
- ◇ Use the Trail's End email feature with your personal sale page
- ◇ Send emails Tuesday and Thursday 10-11am or 8-12pm for best results

Text message and phone calls:

- * Text your URL and a video of the Scout asking for orders to friends and family
- * Have Scout make calls to your contact list asking for orders

Scout Script

Hello, my name is (first Name only).

I'm a Scout with Pack (#) here in (community)

I'm raising funds to earn my way to Scout camp and other Scout adventures.

(Hand order form or show them your poster)

Would you like to support my Scouting adventure by buying popcorn?

Say thank you whether they buy or not

(if someone says anything negative to you, simply respond with "A Scout is Kind, so I hope you have a great day.")

Practice

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More Tips:

- ◆ Have extra pens with you
- ◆ Never sell at night
- ◆ Do not carry large amounts of cash on you
- ◆ Any checks should be made payable to Cub Scouts Pack or Scouts BSA Troop (unit number)
- ◆ Ask parents to take an order form to work (check workplace rules first)
- ◆ Try to take money as you take orders and give a receipt
- ◆ Don't forget to order for your family. Popcorn also makes great gifts, so think about those on your Christmas list?
- ◆ Call popcorn chair with any questions or concerns
- ◆ Text in your weekly sales each Sunday evening to _____