

# 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
- ◆ Use the Autoshare feature on the Trail's End App

### 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, 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)

Can I count on your support to help me earn my way to my Scouting adventures 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
- ◆ Text in your weekly sales each Sunday evening to \_\_\_\_\_
- ◆ 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