

# 2024 SALES STRATEGY

**YOUR GO-TO MEETING  
TEMPLATES AND PITCHES**



# GETTING STARTED

## Successful Popcorn Sales Tips

- **Attend Popcorn Training:** Learn and pick up all your sales materials.
- **Lead with Enthusiasm:** Motivate Scouts and parents with your charisma.
- **Communicate Effectively:** Ensure everyone understands the popcorn sale plan.
- **Budget Wisely:** Include popcorn sales in your unit's annual budget to show the cost of a great program.
- **Set Goals:** Establish clear goals for both the unit and Scouts. A successful sale supports a great program and motivates everyone.
- **Educate Parents:** Highlight the direct benefits, like how selling popcorn can fund camp trips without parents having to pay out of pocket.
- **Explain Fundraiser Benefits:** Share the advantages, including scholarships, prizes, free activities, confidence-building, and supporting the unit and council.
- **Host a Fun Kickoff:** Start with an exciting event to provide materials and motivation. Review prizes and incentives.
- **Create Incentives:** Offer additional rewards, like free camp for top sellers, pizza parties, or fun activities for high achievers.
- **Build a Customer Base:** Keep copies of order forms to follow up with customers next year.
- **Keep Accurate Records:** Collect money when delivering popcorn and schedule a turn-in party to gather orders and payments.
- **Remind Parents:** Popcorn makes great gifts for teachers, co-workers, neighbors, babysitters, friends, and relatives.





# UNIT KICKOFFS

## The Most Important Part of the Season!

### Getting Ready:

- Set up a display with samples.
- Connect to the 2024 Amazon prize program theme.
- Use a laptop or projector to show the Trail's End PowerPoint (found in the Leaders Section on Trails-end.com).
- Create a poster showing how popcorn sale funds will enhance the unit program.
- Display a chart with each Scout's name and the unit's sales goal.
- Keep the event upbeat, fun, and informative!

### Suggested Agenda:

#### Opening:

- Serve samples, give away prizes, and play a popcorn-related game. Find ideas at Trail's End.
- Review the Ideal Year of Scouting:
- Explain activities, costs, and how they relate to the Per Scout Sales Goal.

#### Key Dates:

- Review the sale period, show and sell events, sign-ups, weekly reporting, and money collection.
- Highlight any special incentives and provide a fact sheet with key dates and locations.

#### Scout Training:

- Practice door-to-door approaches and review proper manners. Ensure each Scout knows their goal.
- Prizes and Incentives:
- Review the Council's prize program, bonus prizes, and weekly drawings.
- Explain any additional incentive plans your unit is using.

#### The Big Finish:

- Top sellers might get to throw cream pies at leaders or shave the Cub/Scoutmaster's head. Make it fun and exciting!
- Send Scouts home motivated and ready to succeed.



# SALES DOS AND DONTS

## Do

- Wear your uniform. Everyone loves supporting a Scout in uniform.
- Sell in pairs or with a parent. Follow BSA's Youth Protection Policies with two deep leadership.
- Be polite, courteous, and smile. Introduce yourself as the face of Scouting.
- Explain why you're selling popcorn and how the money will be used.
- Walk on sidewalks and driveways, not through yards. Watch for traffic.
- Take two pens and keep your Take-Order form neat.
- Know your products and be ready to answer, "Which is your favorite?"
- Know the delivery date for your customers.
- Promote popcorn sales in schools, places of worship, and community bulletins.
- Remind family and friends that Trail's End Popcorn makes great gifts.
- Ask friends at your place of worship if they'd like to buy popcorn.
- Ask parents if you can sell at their office or club.
- Write thank you notes for all sales and inform customers about year-round online sales at Trail's End.
- Keep a copy of your Take Order forms for next year.

## Don't

- Sell after dark.
- Carry large amounts of cash.
- Enter anyone's house.

### Remember:

- 3 out of 5 houses buy Trail's End Popcorn when asked. The more people you ask, the more you'll sell.
- Always say "Thank you," whether or not someone buys popcorn!



# SALES SCRIPT

Hi there! My name is [First Name], and I'm a Cub Scout with Pack [Pack Number].

We're raising funds for our pack by selling delicious popcorn. Your purchase today will help me go to camp next summer and enjoy fun activities with my pack all year long. Plus, over 70% of your purchase directly supports Scouting in the South Texas Council.

(Hand the customer the Take Order form and a pen, or at a Show and Sell, highlight a popular product.)

Which tasty treat would you like to buy, or would you prefer to send popcorn to our military heroes?

Your support means a lot to us. Thanks for helping Scouts!



# HAPPY SELLING!

**Reach Out if You'd Like  
Any Help.**

Email District Executive James Rangel.  
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