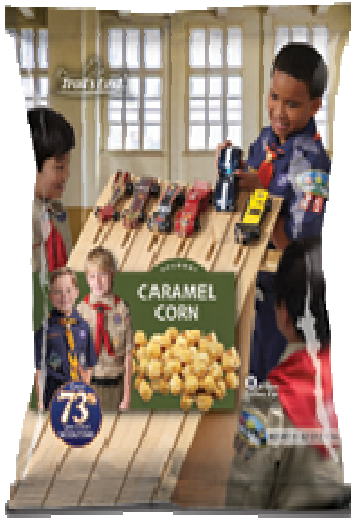


Trail's End Parent & Scout *Popcorn Fundraiser* Guide





Parents Guide

Steps to Success

Why Trail's End Popcorn?



- **Highest Profit Return-Over 73% returned to local Scouting**
 - You can earn enough money to fund your scouting program needs for the entire year.
 - With part of the revenue generated, Council uses funds for camping programs, leader training, Camporees, etc.

- **No Up Front Money**
 - A council run fundraiser that allows your unit to order the product needed for a successful sale.

- **A Turn Key Program**
 - All sales tools provided for success: Order forms, online ordering, Scout prizes, training videos, etc.

- **Proven Product Quality**
 - Superior products and pricing with high consumer appeal.
 - No "Trans-Fat" and Microwave products made with Canola oil.
 - 92% of consumers will buy product again each season.

- **Teaches Life Lessons**
 - Teaches Scouts the responsibility of "Earning His Own Way" and builds self-confidence.
 - Scouts learn leadership skills and financial skills.
 - The Popcorn sale provides Scouts with an opportunity to earn advancements and merit badges.

- **Program Support**
 - Council staff and volunteers available for assistance.
 - Local trainings available to guide you through a successful sale.

Less Time Fundraising = More Time For Scouting



Steps For Success Coach Your Boy Scout



- Listen to him practice his sales pitch.

- Review the popcorn material together and visit Trail's-End web site with him to help him learn more about his product. www.trails-end.com

- Guide him to set practical and useful goals about what he wants to learn and earn:
 - Budget goal / commission rate = Sales goal ($\$95/35\% = \271)
 - Show the Scouts what prizes and/or events they can earn by hitting their sales goal.
 - Listen to him describe what his goals are for the money earned through the sale.

- Ask him questions – maybe even pretend to be a potential customer and do a little role-play.

- Be a role model for business ethics and safety rules!

▪ Have fun with him



Scout Selling Tips



1. Always wear your class "A" uniform.
2. Never sell alone or enter anyone's home.
3. Practice the sales presentation.
 - a. Introduce yourself (first name only) and where you are from.
"Hi Sir, my name is Brian and I am from Cub Scout Pack 38"
 - b. Let people know what you are doing
"We're working very hard to try and help raise money for our scouting activities for this year."
 - c. How they can help you.
"You can help us by buying some of our gourmet Popcorn!"
 - d. Close the sale.
"You'll support scouting, won't you?"
4. Be polite and always say "Thank You."
5. Always walk on the sidewalk and/or driveway.
6. Keep your Take Order forms each year for repeat customers.
7. Have mom and/or dad take an order form to work.
8. Plan on how many sales you will need to reach your sales goals.
 - a. Determine whom you will ask to help you reach your goal.
 - b. Remember, "two out of three people will buy when asked."

You are selling Scouting!



Scout Sales Worksheet

Identify Your Top 15 Customers



Friends and Family

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Neighbors

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Mom/Dad's Coworkers

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____