

Want to sell more popcorn to earn money for your scouting adventures?

Want to earn a cool prize?

Want to sell more than your friends?

Check out the following tips and tricks from some of our top selling scouts.

1. Set your sales goal.

- Scouts who set goals average \$626 in sales. Scouts with no goal average \$304 in sales.
- Set your own goal at www.pikespeakbsa.org/popcorn for a chance to win some great prizes at the end of the sale.
- Reach your goal - Let's say you set a goal of \$600 and now let's break down the plan
 - Door to Door sales - average of \$200 per hour in sales for 2 hours = \$400
 - Show & Sell - average of \$100 per hour in sales for 1 hour = \$100
 - Online sales - send out emails to 10 friends and family (remember to follow up), average online purchase is over \$50

2. Selling Tips

- Get a neighborhood street map and map out your selling area
- Knock on every door on the street
- DON'T go to houses with FOR SALE Signs out front (they tend to have moved before delivery)
- Please respect "NO SOLICITING" Signs
- Write down the addresses that don't answer so you can re-visit them later
- Bring a parent or buddy (less people say no when parents are present)
- Best selling times are 6:30 – 8:30 PM
- Set your sales goal and plan to achieve it
- Sell near the middle and end of the month (pay days)
- Remember, Military Donations must be paid for at the time of selling, there is nothing to deliver.

3. Practice your sales pitch

- Share your goal with customers
- Base your goal on an experience or prize level you wish to achieve
 - Summer Camp
 - Day Camp
 - Resident Camp
 - Top Level Prize
 - Top Sellers Party
 - Etc.
- Share your success from previous years and the great experiences you had at your camp, etc.
- Remind the customer that they don't need to pay until deliver (some units require pre paid)
- Call ahead to regular customers and let them know you are selling and when you will be by

- Make sure they know when you will be delivering it
- Sample Sales Pitch:
 - “Hi my name is _____ I am a scout from Pack/Troop #____. I’m selling Trail’s End Popcorn, it’s very good popcorn. Over 70% of the money we raise goes to our local scouting community. Scouting teaches good sportsmanship, good citizenship and many other life skills. So, would you like to support the scouts by purchasing some delicious popcorn?”

4. Educate yourself about the products

- Familiarize yourself with the product lineup. Your order form has information about each one.
- Carry lots of pens with you
- Bring change in case of cash payments
- Save your sales sheets from year to year
 - The best sellers build a regular customer base
- Print out notes with your phone number and name and leave them in doors of houses that don’t answer
- Laminate your product selection form, you can even blow it up larger at a copy center
- Remember to total your sales and money each night and reconcile it

5. Delivery Tips

- Laminate your order forms so you can always read them, this will also help them last until next year
- When delivering, deliver to the pre-paid purchases first, do not mix them with non paid sales.
- Print out thank you notes, let your customers know how you reached your goal and how much fun you hope to have at camp next summer.
- Call ahead to people to let them know you will be delivering at a certain time, get permission to leave it on their door step if the weather is nice and if they have pre paid

