

# POPCORN SELLING GUIDE



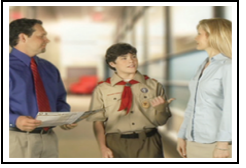
## Take Order

This is the most traditional way to sell; going door-to-door with the take order form. Your customer chooses the product(s) he or she wishes to buy and writes the order on your form. You will collect the money when you deliver the product to your customers a few weeks later.



## Selling Online

This is the best way to sell to your friends and family who live out of town. You can send emails to your customers asking them to purchase Trail's End products online. Your customers click on the link in your email and can begin shopping right away. They order products online and pay with a credit card, and Trail's End ships the products directly to your customers. The great part of this method is you do not have to handle any of the popcorn or money, but you still get credit for the sales. Visit <http://popcorn.pack3513.com> to setup your account.



## Selling at Work

Your mom, dad, or other family member takes an order form to their workplace. Their co-workers write their order on the order form. Your family member delivers product and collect the money a few weeks later.

If it is allowed at the workplace, you may want to consider making the sales trip yourself. A Scout in uniform accompanied by their parent has a better chance of getting a sale than the parent alone.



## Show and Deliver

This is a GREAT way to sell popcorn. Your parents check out some popcorn from the pack and take it home. Just like with the Take Order method, you would sell door-to-door, but instead of taking orders and needing to come back to deliver and collect money, you can sell the popcorn right away.



## Show and Sell

Working with members of your pack, den, or family, contact a local business, church, or other organization. Ask if it would be possible to set up a booth outside to sell popcorn for Scouting. On the sale day, arrive in your uniform and politely ask people visiting the location if they would like to purchase popcorn. The popcorn is on-hand and can be sold immediately.

Please check with the Cubmaster or Popcorn Kernel to see if there are any upcoming Show/Sell dates scheduled. The Pack has a credit card scanner which can be used at these events.

## Selling and Safety Tips:

- Set a sales goal! Our group goal is \$300 per scout
- ALWAYS wear your uniform!
- ALWAYS smile and introduce yourself
- ALWAYS tell your customers why you are selling popcorn
- Use appropriate voice volume and eye contact
- KNOW the different kinds of popcorn you are selling
- ALWAYS walk on the sidewalk and driveway
- ALWAYS say "Thank You" when you are done, even if they did not buy anything.
- ALWAYS have a clean order form with a (working!) pen
- ALWAYS sell with another scout or with an adult
- Do NOT enter someone's home...EVER
- Do NOT sell in the dark
- Do NOT carry large amounts of cash with you
- Do NOT walk on someone's lawn
- Do NOT sell in street clothes!

## Introduction Script:

Hi, my name is \_\_\_\_\_, and I am a Cub Scout in Pack 3513. I'm selling popcorn to pay my own way by raising money for fun, life building Scout activities like: camping, being outdoors and learning. Will you please help support me and my Pack?

## Response Scripts:

**Customer:** "No, I don't think so at this time."

**Scout:** "If you do not like popcorn, you can still help support me and give to our Military. May I write down a Military donation amount?"

**Customer:** "It's so expensive. I could just go to the store and buy it cheaper."

**Scout:** "It's true. But the popcorn you buy to support me, helps build a stronger community by helping me pay my own way."

**Customer:** "What are you going to do with the money you raise?"

**Scout:** "With the money we raise, we do fun camping trips and build lifelong skills with team activities. We learn how to take care of nature by leaving no trace. We get to do science and math activities like building rockets, boats and derby cars."

**Customer:** "I don't have the money right now." OR "When do I have to pay for it?" OR "When will the popcorn be delivered?"

**Scout:** "The popcorn will arrive in mid-November and that's when the money is due and when we'll deliver it. Or you can pay now and have non-chocolate popcorn right now."

**ALWAYS SAY "THANK YOU" – NO MATTER WHAT.**