

Trail's End

SCOUT PARENT GUIDE

2023 Popcorn Sale

Sale Begins

Popcorn Pickup

Money Turn In Date

Sale Ends

Unit Sales Goal

Individual Sale Goal

Rewards Points Goal

By Reaching My Goal, I Will Receive:

My Popcorn Kernel Can Be Reached At:

TIPS FOR SELLING

Help Your Future Leaders Succeed!

- Introduce yourself (first name only), where you are from, what you are doing, and close the sale
"Hi, my name is (name) and I am from (local Unit). I'm earning my way to Summer Camp. Can I count on your support?"
- Encourage credit sales for higher Reward points
"I earn more points when you pay with a credit card."
- Wear your Class A uniform and always say
"Thank You."
- Always have an adult present
- Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- Wagon Sales: Never enter anyone's home
- Find repeat customers by checking your Trail's End App order history

MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using **BOTH** in person and online average **90% MORE** than Scouts that sell only in person, and **5X MORE** than those that sell only online!*

- Online Direct:** Sell online & ship directly to customers
- Storefront Sales:** Leverage high foot traffic locations reserved by your Unit Leader
Pro Tip: The average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!
- Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)
Did You Know? 2 out of 3 people will buy when asked at their door.

TRAIL'S END APP

- Record all sales, Sign up for storefront shifts, redeem reward e-Gift cards, pay your Unit Leader via credit (Wagon only), and review training material



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



NEW TO THE TRAIL'S END APP? DOWNLOAD THE GUIDE NOW!

bit.ly/Scout-App-Guide

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD
CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Unit dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE EASIER!

trails-end.com/rewards

*Based on average Council program. May vary in your Council.

POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

RESOURCES



SEE WHAT OTHERS ARE SHARING & SAYING NOW!

facebook.com/groups/TEScoutParents

Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!



NEVER MISS A SALE. LEAVE BEHIND A DOOR HANGER!

bit.ly/Door-Sign



LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!

bit.ly/We-Prefer-Credit

OCCONEECHEE COUNCIL BONUS PRIZES



All Scouts who sell popcorn during the 2023 season are eligible.

Levels are cumulative and are calculated using Show & Sell (Storefront Sales & Door to Door with Product), Take Order (Wagon Sales) and Online sales.

Prize level eligibility is determined by tracked sales. All Scout in-person sales should be tracked in the Trail's End App at the time of sale. Unit Kernels can assist in tracking missed sales or paper sales by using the SCOUT TRACKING tab in the Trail's End Popcorn System. Tracking starts the first day of the sale Sept. 16th, 2023 and will end with the Nov. 1st, 2023 Trail's End Report.

- ♦ Popcorn Patch for selling Popcorn
- ♦ A Drawing for a \$50 Amazon Card will be held Weeks 1, 3 & 5 in each District (one for a Cub & one for a Scout) for Scouts that have tracked their Door-to-Door "Wagon" Sales in the Trails End System and show sales from 10 houses.
- ♦ The Council's Top Seller will receive an Amazon Gift Card representing 2% of their Total Sales (Show & Sell, Take Order & Online Sales).

UNIT INCREASE INCENTIVE:

Units that have a 10% Sales increase over their 2022 Sales will earn an extra 2% (32%) Commission for the 2023 Popcorn Sale.

Council Top Seller & Unit Sales Increase will be determined after the Nov. 1st, 2023 Report is pulled. The Top Seller Amazon Gift Card will then be ordered. The Units with a 10% Increase will have the 2% Commission added to their Account and will be reflected on their Final Invoice.