BUILDING
A SUCCESSFUL SALE

1. **Establish WHY Your Unit is Selling Popcorn** - Scouts don't sell popcorn to sell popcorn. They sell popcorn to pay for their Scout experience. Conduct an Ideal Year of Scouting Planning Exercise with your unit and visit: www.michiganscouting.org/idealyearofscouting for more information on program planning.

2. **Set a Unit and Per Scout Sales Goal** - After you've established WHY your unit is selling, utilize the Trails-End Program Planner to set your unit and Scout sales goals. Units who set a goal in 2014 sold an average of $11,470, compared to $5,710 for units who did not.

3. **Sign-up to Sell Popcorn!** - Visit www.michiganscouting.org/popcorn and sign-up to sell popcorn. By signing up you'll start receiving popcorn related information and communication.

4. **Attend Training** - Attend your local Field Service Council and District popcorn training opportunities. *See page 10 in the sales guide, as well as your Field Service Council Fact Sheet for complete training information.*

5. **Formulate a Sales Plan** - Talk with your unit leadership and determine how you'd like to sell. Will you sell door to door, at a storefront, online? *See page 5 in this sales guide for selling methods available to YOUR unit.*

6. **Hold a FUN Unit Kick-off for Your Unit Families** - Hold a FUN and EXCITING Popcorn Sale Kick-off meeting with your Scouts and parents. The meeting should explain the popcorn sale to your parents, build excitement with the boys through the prize and incentives program, and communicate sale expectations to parents. Sample kick-off agendas and links to videos can be found at: www.michiganscouting.org/popcorn.

7. **Order & Pick-Up Popcorn** - Order popcorn as your unit needs it throughout the popcorn sale. There are four product orders for your unit to receive popcorn. Order what you need, and you can return 100% of what you don't use up until the return deadline. *See page 6 in the sales guide for key dates & page 11 for pick-up / return procedures.*

8. **Manage Popcorn Inventory** - Develop a plan to track the popcorn inventory your unit has in stock. The goal is to keep popcorn product in the hands of the Scouts, and keep them selling throughout the sale, not running out of product, while at the same time not having product left over to return at the end. Inventory management tools can be found at: www.michiganscouting.org/popcorn.

9. **SELL SELL SELL -** Keep Scouts motivated throughout the sale! Energy will be high in the beginning, but tends to dissipate as time passes. Do one fundraiser per year for your program and do it well! Some ideas to keep Scouts motivated: arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.

10. **Collect Payments from Families** - Develop a plan to collect payments for products sold from your Scout families. You make the choice as to when you'll require payment (up front, after the sale is complete). Utilize Scout collection envelopes and train Scouts to collect fees, setting unit due dates before the council payment dates so you have enough money in your account.

11. **Order Prizes and Incentives for your Scouts** - Recognize your Scouts for their hard work with the great prizes and incentives offered through the popcorn sale. Be sure to place your prize order on time, by November 15th. *See page 9 in the sales guide for complete prize and incentive information.*

12. **Pay Your Popcorn Bill** - Make payments on your 2015 popcorn bill throughout the sale as you are able. Your final popcorn bill however, must be paid in full by December 12th. Check your invoice at any time throughout the sale at: http://sell.trails-end.com to see how much you owe.

13. **Spend Your Earnings!** - Congratulations! You've followed your plan and raised what your unit needed to support their program. Now recognize your Scouts by providing a fantastic Scouting program in 2015 and 2016. Great job and happy Scouting!