

Run Your Popcorn Sale Like the Pros

HOW THEY DID IT

Learn More | Watch More | Sell More

www.trails-end.com



Last year, Pack 2017 broke records
by selling over **\$190,000** with 85 Scouts!



SHOW N SELL FOCUS

- Scalable – More Scouts, More Shifts
- One Scout Per Shift
- 8 Hour Selling Commitment
- Easy Sales Forecasting



BUILD A TEAM

- Popcorn ~~Kernel~~ Team
- Shared Ideas & Effort
- Tribal Knowledge Passed Down
- Scalable



BOOKING LOCATIONS

- Start Early! Late Spring, Early Summer
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops, etc.
- Shifts Dependent on Unit Size & Goal



RECRUITING

- Recruit at Show N Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information



MOTIVATING SCOUTS

- Start Prizes at Per Scout Goal
- 4%–10% Tiered Structure
- Recognition for Top Seller Status
- Fun, Games, Pie Face



SALES TRACKING

- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real–Time Reporting



PARENT BUY–IN

- Personal Growth Program
- One Fundraiser Per Year
- No Dues
- Unit Culture: It's What We Do

Visit the Resources page on www.trails-end.com for more tips and in–depth training from our top selling Units and Scouts!