

# #PoweredbyPopcorn



2022 Sale Training  
5/14/22 - 10:00am

# Your Popcorn Team

- Council Popcorn Kernel - Gary Kealey, 661-433-9731, [gkealey55@sbcglobal.net](mailto:gkealey55@sbcglobal.net)
- Antelope Valley Kernel - Jolene Jones, 661-816-0424, [jolenepopcornqueen@yahoo.com](mailto:jolenepopcornqueen@yahoo.com)
- Bill Hart Kernel -- Gary Kealey
- Reyes Adobe Kernel- Elaine Harry, 818-730-2097, [eharry.ncll@gmail.com](mailto:eharry.ncll@gmail.com)
- Campo de Cahuenga & Crescent Bay - contact district staff member
- Popcorn Staff Advisor - Laura Clay, 310-622-4131, [laura.clay@scouting.org](mailto:laura.clay@scouting.org)
- Trail's End - [support@trails-end.com](mailto:support@trails-end.com)

# 2021 Recognition

- Overall top selling unit - Pack 494 (\$53,753.71)  
kernel Lauren Dilles
  - Pack 494, \$53,753.71
  - Troop 609, \$39,785.17 - Gary Kealey
- Top sales per registered Scout
  - Pack 494 - \$1,280.16/Scout
  - Troop 609 - \$666.60/Scout
- Top 5 Scouts by sales
  - Alex M - \$14,390.99 Troop 609 Bill Hart
  - Joseph B - \$6909.34 Troop 609 Bill Hart
  - Nathaniel T - \$5746.98 Troop 599 Antelope Valley
  - Eli K - \$5,550.83 Pack 311 Campo de Cahuenga
  - Sawyer T - \$5482.68 Troop 609 Bill Hart



# Sales Methods

- Door to Door with Product (Show & Sell)
  - Averages ~\$200/hour
  - Best for neighborhoods, townhouses, etc.
- Take Order
  - Sky is the limit! Customer orders on a form and waits for delivery
  - Best for family members, friends, neighbors, teachers, etc.
- Storefront
  - Averages ~\$100-200/hour
  - Scouts sell popcorn in front of high traffic stores or at events
  - Schedule booth time online for select stores, or on your own with anywhere else
- Online
  - Scouts solicit customers via email or social media, and customers buy with the Scout's online link. Customers pay shipping (free shipping level TBD). You can also contact people to buy through the app, by sending a text/email to your phone contacts!

# Key Sale Dates/Timeline

- ❖ 5/14/22 - Council Popcorn Kickoff (for +1% commission)
- ❖ 5/31/22 - Commitment for 2022 sale due (for +1% commission)
- ❖ Between 5/31 and Sale beginning: sign up for webinars, download Trail's End app
- ❖ 7/1/22- Sale Begins Online
- ❖ 8/14/22- Unit Sales Plan (+1% commission) & Unit Calendar Due (+1% commission)
- ❖ 8/21/22- Initial Order Due on Scouting.Trails-End.com by 11:59pm
- ❖ 9/9/22 - Initial Order Pickup (date/time dependent on location)
- ❖ 10/17/22- Mid-Sale Payment Due
- ❖ 11/13/22- Final Order Due
- ❖ 11/13/22- Prize Order Due
- ❖ 11/13/22- Final Payment Due (please pay prior during office hours)
- ❖ 12/2/22- Final Order Pickup

# Commission Breakdown

30% base

+1% Attend Council Popcorn Kickoff (5/14)

+1% Complete Commitment Tracker by 5/31

+1% Submit unit sales plan to district (or council) kernel by 8/14

+1% Submit unit calendar (including a new Scout sign-up date) to district membership chair or staff by 8/14

+1% Participate in storefront shift hours equal to 6/30 registered scouts times 25% (rounded up) OR Online sales are equal to \$100 x 6/30 registered scouts times 25% by 9/30/22

\*\*Units meeting a \$400+/Scout average at end of sale receive full commission

# Trail's End App & Storefront Scheduling

## App:

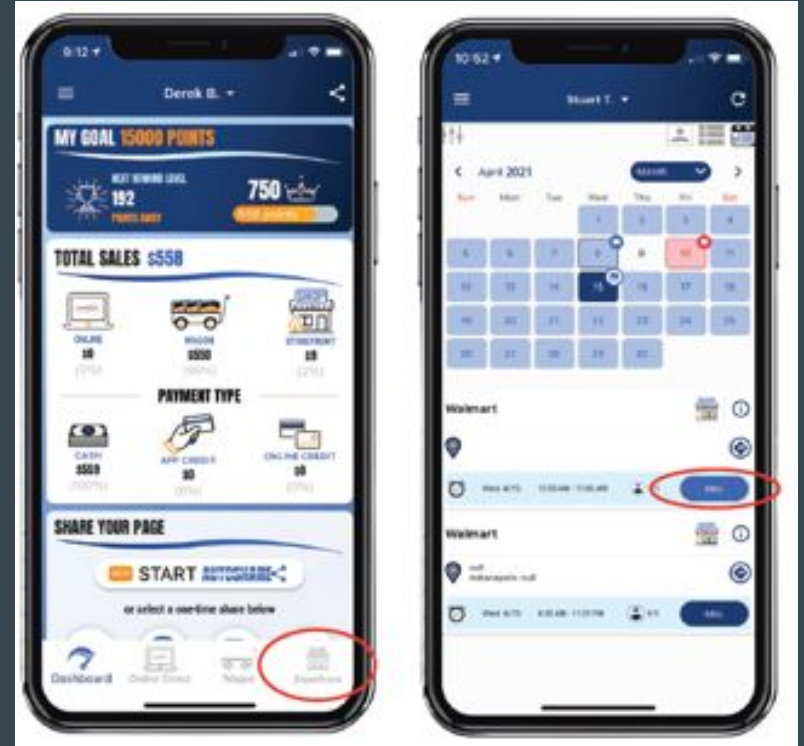
Handles credit card payments, scheduling Scouts for storefronts, goal tracking and more!

Can now view ranking in district, council, and nationally

## Storefronts:

Trail's End books top retailers - units claim storefront shifts

Pre-loads top selling units and stores

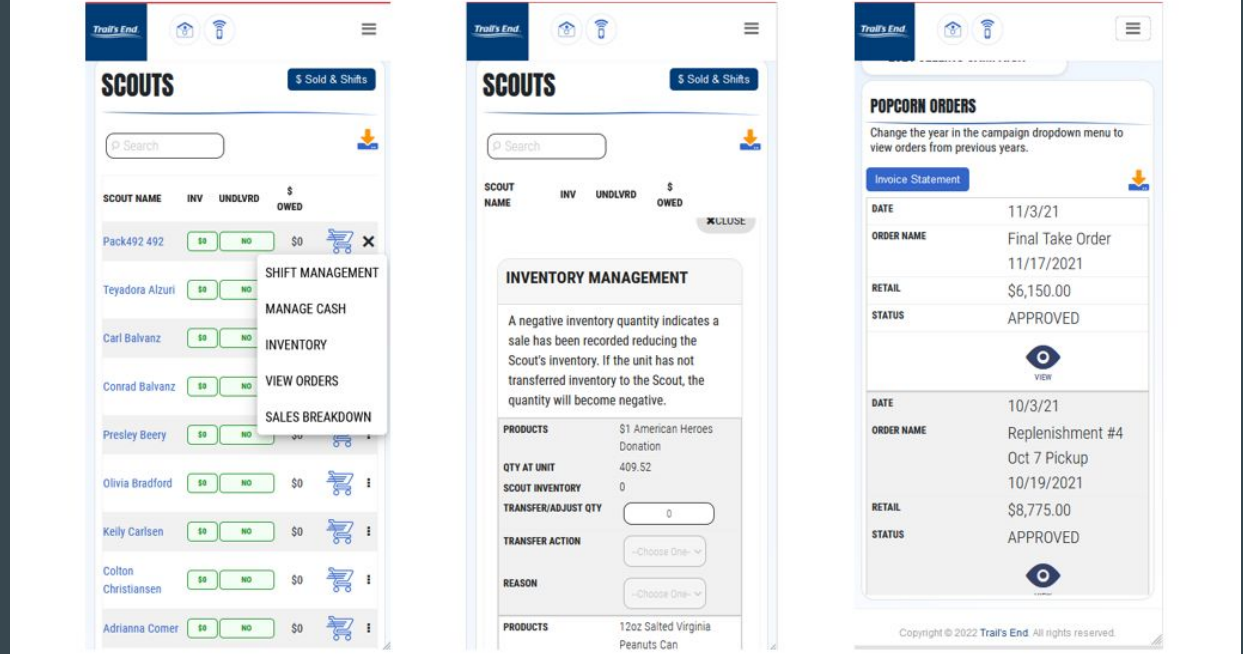


# 2022 Updates - Unit Leader Portal

Manage your unit's entire sale:

- Order Popcorn
- Invite Scouts to register & manage roster
- Set unit and Scout goals
- View real-time reporting of sales, inventory and cash management
- Unit to unit product transfers
- Create, schedule, and manage storefront sites and shifts

All functionality built for mobile (size iPhone 7+)





# 2022 Product Mix

Item	Retail Price
Sweet & Savory Collection	\$43
12oz Chocolatey Pretzels (final order)	\$28
Salted Caramel Popcorn	\$25
Unbelievable Butter (microwave)	\$23
Blazin' Hot Popcorn	\$23
Kettle Corn (pre-popped)	\$23
White Cheddar Cheese	\$23
Popping Corn	\$17
Caramel Corn	\$12

# Prizes & Recognition

## Trail's End

- Points for sales, app credit card gets the most points!
- Amazon gift cards per point level (same as 2021) & Scouts redeem gift cards in app
- Saves a reported 6+ hours for leaders

## Western Los Angeles County Council

- Top Sellers (top 50 who have sold at least \$2,000) party at MB2 in Santa Clarita
- Weekly mystery prizes throughout sale (top online seller for the week, top app sales, etc.)

Units - sky's the limit!



# Recommended Unit Pre-Sale Planning

- Review last year's sale - what went well and what could improve?
- Complete sales plan & Case order helper
- Set the date for, and hold a unit popcorn kickoff
  - Include calendar of activities that popcorn funds, expectations for Scouts, and fun!  
Create excitement with unit level incentives, decorations, snacks, and silly activities but also have Scouts commit to a goal and do sales roleplaying
- Schedule storefront slots
- Prepare a communication plan for throughout the sale with parents and leaders

# During the Sale

- Initial Order (for door to door sales and storefronts)
  - Be prepared to physically load product as on-site helpers are limited
  - Additional product is available throughout the sale (contact your district staff)
  - Returns may be made, up to 10% in full unopened cases
- Recognition of top sellers at unit meetings
- Manage Scouts signing up for storefront shifts in the Trail's End app
- Track inventory through the Trail's End app (especially wagon sales)
- With with your unit's treasurer, ensure check/cash deposits (weekly)
- Make your unit's mid-sale payment by due date
- Cheerlead at every opportunity!

# Wrapping up the sale

- Reconcile Scout's totals in the app
- Use leftover popcorn on hand to fill additional Scout orders then do a final order for what else is needed (goal is zero popcorn remaining)
- Distribute final order popcorn to Scouts for delivery to take order customers
- Pay your unit's popcorn invoice remainder (commission checks are not issued to units)
- Approve prizes (review and confirm Scout's reward levels)
- Hold a unit popcorn celebration party to distribute prizes, thank Scouts and parents for a job well done

Questions