



SELLING METHODS



Scouts can participate in the 2015 popcorn sale using several sales methods. Face-to-face sales methods, including, “Door-to-Door / Neighborhood Blitz”, “Storefront Sales”, and “Order Form / Take Order”, are tried and true methods. Selling online through the Online Sales System shows significant promise to reach customers out of town. For units with the right connections, corporate sales have been shown to be a good way to sell a significant amount of product to one customer. Whatever methods **YOUR** unit and Scouts choose, you have the brand recognition of Scouting to help sell product and support the unit’s year-round programs.

- **“Storefront Sales”** – This method involves coordinating booths at high foot traffic locations throughout your community. Trail's End research shows about 1 in 10 contacts will result in a sale. The method averages \$28 per Scout per hour. Begin the reservation process in the summer for access to the best locations.
- **“Door-to-Door / Neighborhood Blitz”**– This is the most effective sales method (averaging \$99 per hour per Scout) and involves the Scout soliciting orders at the customer’s home. This method is preferred for neighbors close to home, parent’s coworkers, close friends and family. Trail's End research shows about 3 in every 5 contacts will result in a sale. This is an area of great opportunity as 80% of homeowners are not contacted about buying popcorn. Through this method, the order can immediately be fulfilled as product is brought along (in wagon or vehicle). If the desired product is not on hand, an order can be taken with the product being delivered when the order can be fulfilled.
- **Order Form / Take Order** – This method involves Scouts collecting orders and writing them on their order form. A Scout turns in the order form to a member of the unit’s popcorn team (i.e. Unit Popcorn Kernel). The product is ordered by the unit, and once received, orders are delivered by the Scout’s family. It is at unit’s discretion whether money is collected up front or upon delivery. Many parents/guardians assist their Scout with this process by soliciting orders at places of employment.
- **Online Sales** - This online-based method works well for Scouts to sell to out-of-town friends and family. It also works well for tech-savvy older Scouts and Venturers who are familiar with social networking sites like Facebook, YouTube and Twitter. Scouts set up their account on the Trails End Website (with parental approval if under the age of 13). Perhaps best of all, the customer pays securely online and the product is shipped directly to the consumer. The unit has no involvement in the ordering or shipping process, and receives a commission of 30% from all online sales.
- **Corporate Sales** – Focus on companies who give out year-end or holiday gifts to employees or customers. Banks, insurance agents, car dealers, doctors, dentists and realtors are all good examples. If a company is interested and needs assistance with special ordering, please contact your District Kernel, or Professional staff advisor.