



CREATE A SCOUT PRODUCT SALES KIT

Is your unit looking for a way to get all of your Scout families engaged and selling?

Consider implementing a 'sales kit' method—where your unit checks out popcorn to each family to sell, once they've sold that amount—they've earned their way!

Here's HOW to create a Scout Sales Kit:

UNIT SALES GOAL - The unit establishes their overall unit retail sales goal—This is how much product the unit needs to sell to fund its program for the entire year. - A helpful program planning tool can be found at: www.michiganscouting.org/idealyearofscouting.

PER SCOUT SALES GOAL - Take that goal and divide it by the number of Scouts selling in the unit, getting a per Scout sales goal. - *Example:* If my unit has an overall goal of \$3,000, and I have 10 Scouts in my unit— my per Scout Sales goal would be \$300 per Scout.

ESTABLISH A SALES KIT - Establish a popcorn kit valued at the level of the per Scout Sales Goal. Your unit's kit would include items that sell well in your area. A sample \$300 sales kit could include: 3 Unbelievable Butter Boxes—\$60, 1 Butter Light Boxes—\$20, 5 Regular Caramel Corn Bags—\$50, 1 Popping Corn Bags—\$10, 1 Caramel Corn with Almond Bags—\$20, 1 Chocolatey Triple Delight Tin—\$25, 3 White Cheddar Bags—\$45, 1 Cheese Lover's Collection—\$30, 2 Trail Mix - \$40. Order product equivalent to 1 SALES KIT FOR EACH SCOUT.

KICK OFF THE SALE - At the unit's popcorn kick-off give the families one Scout Sales Kit per Scout. In addition—they are given the prize and incentive information, return and payment dates, and the proper selling procedures. If they simply sell the kit—usually less than 20 items, they will have paid for their entire Scouting year. If a family chooses not to sell or returns a portion as unsold, they will need to financially compensate the unit.

REPLENISH POPCORN SUPPLY - Throughout the sale, families who are doing well are given additional popcorn product to sell. Families who are struggling to sell, can return popcorn to the unit, and it is given to Scouts who need additional product.

REWARD YOUR SCOUTS - At the end of the popcorn sale, Scouts who have sold the per Scout Sales goal are rewarded for their efforts! Many units may hold a special event for those Scouts who were active in the sale and earned their way. Families who fell short of the goal are asked to pay dues to make up the difference.

