

FIVE STEPS TO A SUCCESSFUL SALE

1. Establish and annual PLAN and BUDGET with input from your Scouts and Parents
2. Set a UNIT POPCORN GOAL, breakdown that goal to a per SCOUT GOAL based on the plan and budget. Utilize all sales methods to make sure your Unit and Scouts can reach their goals! Take Order, Show and Sell, Show and Deliver, Online Sales, App Sales.
3. Put together an exciting incentive program for your unit in addition to the MCC sponsored commissions and incentives.

Try some or all the following.

- All scouts who reach their sales goal get to throw pies in the leader's faces.
 - Give a gift certificate to the 1st week top seller.
 - Have a pizza party for the top selling Den or Patrol.
 - Have a small prize for all the boys that fill an order form.
 - Monitor the sale each week and give small awards as you go.
 - Offer a mystery house and clues throughout the sale in a new neighborhood yet to be covered by your scouts.
4. Conduct a FUN UNIT POPCORN KICKOFF to communicate the goals to the families.
 5. Be sure to take advantage of the helpful training materials available at <https://michiganscouting.org/popcorn/> and the Trails End site including training videos.

