

FIVE STEPS TO A SUCCESSFUL SALE

The Unit Kernel

- Is the Unit liaison with your District and Division Staff and Michigan Crossroads Council.
- Would attend the Council/District popcorn kickoff. This can earn part of your commission.
- Would submit for or line up show and sell times and locations.
- Would host a popcorn kickoff event with your den/pack/troop to share product and program knowledge learned and promote the sale.
- Would manage and perhaps warehouse inventory on all unit popcorn.
- Would manage all returns and transfers in a timely manner.
- Reconcile online invoice with unit paperwork **before the final payment due date.**

The Assistant Kernel

Helps unit kernel with assigned duties. **The assistant kernel could;** manage show and sells; manage correspondence with unit leadership and families; or manage inventories. Would work with Unit Kernel and Unit adults and youth.

The Distribution/Logistics Kernel

Manages product pickups, warehousing and movement. Would work with Kernel and assistant for better flow of product and information within the unit.

Know who is committed within your unit

How many of your families are selling? Try for at least 80%.

Do they have goals set?

Do you have their contact information?

Check in regularly with these families.


Accolades at Pack/Troop meetings for those selling will help motivate the Scouts.

***Requesting help in a group setting seldom gets the job filled.**

If your unit is in need of a kernel for all or part of the job, individual phone calls or meetings are essential. Many people will contribute small parts but are unable or unwilling to commit to a larger duty.

The popcorn program is designed to grow confidence and contributes to character and soft skill development for your Scouts. It is crucial to the health and financial success of your unit. Communication before, during and after the sale will keep your families engaged.

FIVE STEPS TO A SUCCESSFUL SALE (WORKSHEET)

							
1	Initiative and self-starter. Salesperson mentality; ability to persuade Scouts and families to sell popcorn, take time to visit with unit leadership and develop a sales a plan for unit sales growth.						
2	Leadership. Ability to recruit enough of the right people to get the job done.						
3	Good communicator/Problem solver.						
4	Experienced with the Popcorn Campaign						
5	Understands total picture of the MCC Popcorn Campaign selling popcorn for unit program and council support.						
6	Ability to delegate and hold people accountable.						
7	Organized						
SCORE							
NOTES							