

2023 Trail's End Popcorn Campaign

SHOW-N-SELL PROCEDURE & PLAN

Plan For Success

Assemble a team of parents to be the Show N Sell Team

- ❖ **Run your Sale like a business**
- ❖ **Plan your order carefully—you must pay for what you order**
- ❖ **By July 20, turn in order to District Kernel for product for Show N Sell**
- ❖ **Pick up product on August 5 between 9 am and noon.**

Preparation

- ❖ **Secure Show N Sell sites as soon as possible ... like now!**
Best locations are high traffic areas
- ❖ **Visit those locations in person—in uniform**
- ❖ **Secure permission in writing with dates, times, contact info**
- ❖ **Think OUTSIDE THE BOX for locations**
- ❖ **Secure multiple locations—Have Scouts sign up for time slots (Use Trail's End app)**

Trail's End is booking locations with big box stores in our area. Your Unit will be able to reserve sites in the Popcorn System.

- ❖ **Always wear uniform (but you knew that)**
- ❖ **Advertise—Use social media**
- ❖ **Ask one team member to provide a secure place to store the popcorn—pick up more if needed**

- ❖ That team member is responsible for checking the product in and out, as well as tables, banners, credit card readers, and the cash box
- ❖ First shift picks up popcorn, supplies and cash box
- ❖ The parent counts the product and money with the team member and both sign for it
- ❖ When the next parent arrives at the selling location with their Scout, the parents both count the money and product and sign for it.
- ❖ At the end of the selling day, the last parent/Scout team returns unsold product, tables, banners, credit card reader, cash box. etc to Show N Sell team member. Inventory product and count money—both sign

Selling

- ❖ 1 Scout—1 Parent per shift (\$200 in sales)
- ❖ Sell on weekdays too, not just weekends
- ❖ *DO NOT put prices on products*
- ❖ Customers support you more if you take credit cards!!! Use the App—no credit card fees!!!
- ❖ Generate excitement—share with customers what fundraising is for. Focus on Scouting (Camping, Space Camp, Equipment, etc.)
- ❖ Have fun
- ❖ Display banners/make signs/ use pictures of Scouting events. Keep a neat selling table
- ❖ Have Scouts practice sales speech ahead of time.