



SCOUT PARENT GUIDE

2023 Popcorn Sale

Council Northeast Georgia Council

Unit _____

Sale Begins _____

Popcorn Pickup

Money Turn In Dae _____

Sale Ends _____

Unit Sales Goal _____

My Scout Goal _____

Reward Points Goal _____

By Reaching My Goal, I Will Receive:

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH in person and online average 90% MORE than Scouts that sell only in person, and 5X MORE than those that sell only online!

Online Direct: Sell online & ship directly to customers

Storefront Sales: Leverage high foot traffic locations reserved by your Unit Leader

Pro Tip, the average Scout sells nearly \$165 per hour at storefronts.

Sign up and sell for about 6 hours to easily sell over \$1,000!

Wagon Sales: Direct sales to family, friends and neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

TIPS FOR SELLING

Introduce yourself (first name only), where you are from, what you are doing, and close the sale

"Hi, my name is (name) and I am from (local Unit). I'm earning my way to Summer Camp. Can I count on your support?"

Encourage credit sales for higher Reward points

"I earn more points when you pay with a credit card."

Wear your Class A uniform and always say

"Thank You." Whether they participate or not!

Always have an adult present

Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech

Wagon Sales: Never enter anyone's home

Find repeat customers by checking your

COUNCIL APP REWARDS

Record all sales, Sign up for storefront shifts, redeem reward e-Gift cards, pay your Unit Leader via credit (Wagon only), and review training material

DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

NEW TO THE TRAIL'S END APP? DOWNLOAD THE GUIDE NOW!

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

APP CREDIT/DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH

Did You know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!