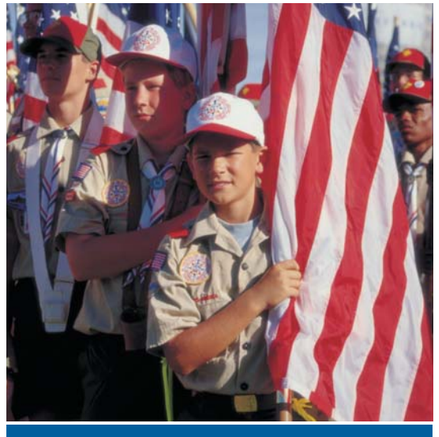
# MORE HELPFUL TIPS FOR A SUCCESSFUL POPCORN SALE

## POPCORN CAPTAINS

- Wear Class A uniform.
- Know the presentation.
- Be courteous at all times.
- *Tell them your first name only.*
  Telling them a first name only makes the consumer feel as if they are buying from someone they know.
- *Tell them where you're from.*
  Telling them where you're from helps build an attachment to the community.
- *Tell them what you're doing.*
  Telling them what you are doing shows you are taking responsibility for helping to support your unit.
- *Tell them what they can do for you.*
  Telling them what they can do for you informs them on how they can be of service to you and your unit, thereby helping their community.
- *Close the sale.*
  By using a statement to close the sale you avoid asking them to buy popcorn. You are telling them they want to help your unit. It is easier for someone to say no if you ask them to buy something.
- *Sample Script*
  Hi, my name is _____.
  I'm a Scout with Pack___ from_____.
  We're selling popcorn to help raise money for our Pack. You can help us by trying some of our delicious popcorn.
  You'll help us, won't you?
  Thank you!

## POPCORN KERNELS

- Select a time and location to meet before the campaign to go over the presentation.
- Create enthusiasm amongst the boys and have them practice their sales technique with each other through role playing.
- Units can offer unit incentives.
- Have your unit break into groups of four boys (sales team) and an adult supervisor.
- Give each sales team a marked map with their sales territory.
- Pass out new order forms to each Scout.
- Note each sales team's cell phone number.
- Remind them to meet after the campaign.
- Don't get discouraged!



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2011 Popcorn Sale
# Leaders' Guide

CENTRAL MINNESOTA COUNCIL, BSA

CAPTAIN

AMERICORN®

POPCORN SALE 2011


Central Minnesota Council,
Boy Scouts of America
www.bsacmc.org

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The annual popcorn sale is your best and most proven method to earn funds to cover all of your yearly Scouting program costs!

Be sure to inspire your youth and families! All information is on our website www.bsacmc.org or you can contact Wade by calling 320-251-3930 ext. 106 or e-mail wade@bsacmc.org.

Make sure, as the Popcorn Kernel, you plan a unique kick off that will inspire your Scouts & families. Explain all the benefits of having a successful popcorn sale.

## MATERIALS CHECKLIST

UNIT MATERIALS

- ❍ Unit Master Record
- ❍ Council Popcorn Order Form
- ❍ Fill-It-Up Tickets
- ❍ Online Ordering Directions
- ❍ Castle Night Mission Form
- ❍ Unit Prize Order Worksheet
- ❍ Council Prize Order Form
- ❍ Game System Drawing Tickets
- ❍ Unit Money Envelope
- ❍ Show & Sell Popcorn Posters
- ❍ Sample Unit Budget

SCOUT MATERIALS

- ❍ Take Order Forms
- ❍ Table Tent Order Form
- ❍ Cover Letters
- ❍ Personal Collection Envelopes
- ❍ Prize Flyers
- ❍ Pack Incentive Forms (Scout Account Unit Supplies)
- ❍ Unit CD with All Sales Info

## TIPS FOR A SUCCESSFUL POPCORN SALE

1. Plan and hold a successful kickoff. Tell your Scouts what the unit will do with earnings.
2. Train your Scouts - talk about safety and sales techniques: "We're using part of our commission for…"
3. Plan and organize your sale. Have due dates and locations predetermined. Deliver popcorn and collect money within a few days after product distribution.
4. Advertise your sale in school and church bulletins, post signs in store windows, etc.
5. Be creative. Popcorn makes excellent holiday gifts. Ask parents to take an order form to work.
6. Have fun and be safe!

*See back side for more helpful tips!*

## POPCORN SALE CALENDAR

| | |
|---|---|
| August Kickoffs | Start Selling Popcorn! |
| August 22 | 1st Show & Sell Orders Due |
| August 31 | 1st Show & Sell Order Pickups |
| Sept.–Oct. | Sell Popcorn! |
| September 8 | 2nd Show & Sell Orders Due |
| September 15 | 2nd Show & Sell Order Pickups |
| October 28 | Show & Sell Settlement |
| November 1 | Submit Online Popcorn and Prize Orders to Council |
| November 10 | Submit Night at the Castle Form, Fill-It-Up Tickets, and Game System Drawing Tickets |
| Nov 17 or 18 | Pickup Popcorn and Prizes, Payment Due |
| December 20 | Checks Cashed |
| March 3 or 4 | Popcorn Night at Castle |
| April 17, 2012 | Popcorn Kernels Attend Recognition Dinner |

## POPCORN & PRIZE PICKUP LOCATIONS

We will have pickup sites located in each district. Your unit order will go directly to your pickup location. You must schedule a pickup time with your District Executive.

**SCENIC**
November 17
**St. Cloud**
MTC Bus Garage
665 Franklin Ave.
**Cold Spring**
Town's Edge Park
22533 Siesta Dr.

**NORTH STAR**
November 18
**Little Falls**
Little Falls Machine
300 Lindbergh Dr. S.
**Park Rapids**
East River Storage
700 East River Dr.

**PINE TREE**
November 17
**Brainerd**
Viking Coca-Cola
1994 Industrial
Park Rd. S.

**GATEWAY**
November 17
**Princeton**
MyCull Fixtures
1005 16th Ave. S.

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## UNIT SHOW & SELL POPCORN SALES

***Why participate in Show & Sell Popcorn Sales?***

- Significantly increase your unit sales with on-the-spot sampling and purchasing of your product.
- Advertise your upcoming take order sales.
- Positive community exposure for your program.

**Show & Sell Time Lines & Key Actions**

| | |
|---|---|
| August 22 | 1st Show & Sell Orders Due |
| August 31 | 1st Show & Sell Popcorn Pickup |
| September 8 | 2nd Show & Sell Orders Due |
| September 15 | 2nd Show & Sell Popcorn Pickup |
| October 28 | Show & Sell Settlement |

**Store Front/Public Gathering**
**Pre Show & Sell:**
For key locations involving possibly more than one unit selling, be sure to coordinate with each other prior to approaching the store or event coordinator. Agree on one Scout contact person that works with the location/event.

Contact store or event organizer to gain permission for set up times and dates.

Set up schedule for boys and adult supervision with specific time of participation.

Gather pictures of the events you have participated in or are planning to attend.

Have on hand your annual unit schedule of events.

Make and bring banners advertising sales and identifying your unit. If available, ask store for advertisement assistance for sale dates & times.

Have your boys practice what they are going to say to their potential costumers.

Go over expectations of behavior with the boys.

Cover procedures for sales and how proceeds raised will be handled ensuring security and accountability.

**Show & Sell Day:**
Always keep safety first!

Items to have on-site: chairs, table, posters, activity displays, tape, popcorn, popcorn samples, sample cups or plates, and napkins.

Sell your product but also advertise your take order dates and pump it up. *It's Popcorn Time!*

Make sure your boys are in uniform and look sharp.

Product samples for people strolling by. Quality sells the highest priced products.

**What to Say:**
Focus on Scouting instead of the product (i.e. "Would you like to support Scouting by purchasing popcorn today?" or "Would you like to help us go to camp by purchasing popcorn today?")

Be specific on what the money is to be used for. People will be more willing to purchase if they know where the money is going.

Always mention Scouting.

## EARN GREAT PRIZES!

The Central MN Scout Shop will be supplying the prizes. See the color prize flyer for your favorite Scout items and the many new prizes to choose from! And, don't forget the 2011 Captain Americorn Popcorn Sale participation patch for every Scout who sells popcorn!

The prize levels are based on the actual amount sold per Scout. Help your Scouts select prizes that they would like to earn. They can select one prize from the level reached or combine prizes to total the level of sales. For example, if a Scout sells $800, he can choose a prize from the $800 level or two from the $400 level.

**Game System Drawings**
For every $250 a Scout sells, he can be entered in game system drawings!

**BONUS!**
Sell $1,000-$1,999 and get $50 in Scout Bucks. Sell $2000 or more and get $100 in Scout Bucks. One bonus per Scout.

## CHECK OUT OUR OTHER GREAT SPECIALS!

**Top District Popcorn Sellers**
Each district's top seller will receive a one night stay with 4 water park passes to a water park hotel!

**Unit Laptop Computer Incentive**
Sell over $5000 worth of product *and* raise your sales by 15% to qualify for the drawing to win a new laptop. Each district will award one laptop computer to become the property of the unit!

**Fill-It-Up Program**
For each order sheet a Scout fills full of orders, he can be entered in to special prize drawings. There will be 8 drawings for 4 National Guard Camouflage basketballs and 4 court side Timberwolves pre-game visitor passes (must pay for game ticket).

Units will submit a Fill-It-Up ticket for each order sheet that a Scout fills up. Units must e-mail, fax, or send via USPS the Fill-It-Up tickets in order for the Scouts to qualify for the drawings. Individual sheets will not be accepted. The tickets for entry in to the drawings must arrive at the Council office by 5:00 PM on November 10.

## 4% COMMISSION OPTION FOR TROOPS & CREWS

This option must be taken by the entire Troop or Crew. We cannot offer a combination of cash and prizes.

Please check appropriate box on registration form. And, be sure to go online to the prize page to order your popcorn sale patches.

Commissions will be paid back to the unit by check at the end of December.

## UNIT TOP SELLER

The very best popcorn seller from each unit will be invited to join the Captain Americorn Night at Miller Castle in Nisswa on March 3 or 4! This is not transferable.

## PRODUCT PAYMENT PLAN

All units will receive an invoice after their final order has been placed. The invoice will include the total sales amount, the amount of commission earned, and the total amount due (total sales less commission).

Units will be required to submit one check for the total amount due when they pickup their products.

Unit checks will be cashed on December 20.

**Commission Structure**
Units can earn up to 30% on product sales:

- 25% for selling popcorn.
- Participate in Popcorn Sale Kickoff Briefing and receive 5% for case orders or 3% for piece orders.

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