

Important Dates

Sat. Oct. 3 - Official **START** date for popcorn sales -Do not sell / take orders before this date!

Sun. Nov. 1 – Official **END** date for popcorn sales - Do not sell / take orders after this date !

Tue. Nov. 3 – All scouts must have their “Take Order” forms entered online

Sat. Nov. 21 – “Take Order” products now available for pick-up at Mrs. Schuster’s house

Call to arrange a pick-up time and bring your order form with you

Sat. Nov. 21 – Thur. Dec. 3 – Deliver your customer’s orders

Thur. Dec. 3 - Last Day to turn in all “Take Order” \$ to Judy Schuster

This is also the troop meeting/event at Kendall Cliffs If you won’t be attending, you’ll have to get it to me sooner. Top Seller prizes will be awarded and the gift card raffle will be conducted

Show-n-Sell - Dates / Places / Times - Sign up at meetings or by email/phone to Judy Schuster

Scouts must be in Class A uniform !

Sat. Oct. 3 - **St. Basil after mass.** 1 Shift
5:15pm. – 6:45pm.

Sun. Oct. 4 - **St. Basil after masses** 3 Shifts
9:30am. – 11am.
11am. – 12:30pm.
12:30pm. – 2pm.

Sat. Oct. 10 – **Giant Eagle - See * 2 Shifts**
1pm. – 2:30pm.
2:30pm.- 4pm.

Sun. Oct. 11 - **Giant Eagle - See * 3 Shifts:**
10am. – noon
noon – 2pm.
2pm. – 4pm.

Sat. Oct. 17 – **Giant Eagle** 2 Shifts:
10 am. – 11:30am
11:30am. – 1 pm.

Sun. Oct. 18 - **Giant Eagle** 3 Shifts:

10am. – noon
noon – 2pm.
2pm. – 4pm

Sat. Oct. 24 - **St. Basil after mass** 1 Shift
5:15pm. – 6:45pm.

Sun. Oct. 25 - **St. Basil after masses** 3 Shifts:
9:30am. – 11am
11am. – 12:30pm.
12:30pm. – 2pm

NOTE:

Oct. 10 – 11 is the Troop campout – Hale Farm
Oct. 11 is St. Basil Fall Fest

Fair distribution of shifts to all scouts interested will be the initial deciding criteria in determining shift assignments with first to sign up first to be assigned being the secondary deciding criteria.

Signing up does NOT guarantee you’ll be assigned to the shift, if you are assigned you will be contacted by the Thur. prior to the weekend of the sign-up

4 Ways for scouts to sell / earn \$

1. Show-n-Sell

- Last year scouts averaged \$21 into their scout acct. per show-n-sell hr. worked
- Organized product sales at St. Basil and Giant Eagle
- Profits made from these sales are divided up amongst the scouts that worked the sales
- Customer counts likewise will be divided up and apply toward take order fill-it-up counts
- There will always be 2 scouts assigned per sales table per shift
- Of the two scouts working each shift, a parent of either of the two must be present during the shift

2. Take Order - Door-to-door orders as well as orders from local friends, family and relatives

3. Online Orders –

- Ask NON local friends, family and relatives to purchase Trails End products online
- Go to <http://scouts.trails-end.com> to create an online selling account, login or check sales
- E-mails will be generated automatically for perspective buyers, you provide the e-mail addresses
- Scout commission is a flat 30% for online sales which can be earned year round
- Online order customer counts for orders placed during the official sales time period Oct. 3 – Nov. 1 count toward “Fill it Up” customer counts

4. Parents - How can parents help sell / earn \$ for their scout ?

- By making purchases for themselves, their scout and family to enjoy ☺
- By considering purchasing products to give as holiday gifts - orders will come in the last week in November. The decorative tin products make for nice holiday gifts
- By taking an order form with them to work – each scout received two additional parent order forms
- *By encouraging their work place / company to purchase popcorn products to give as (holiday) gifts to customers, staff members, managers, departments, etc...

Commission / Profit Rate

35.5% guaranteed + an additional 2% if avg. per scout sales of \$250 = 37.5 % max.

Examples: Sell 1 Chocolate Lovers Tin (\$50) x 3.55 = \$17.75 goes into your scout acct.

Sell 1 Military Donation (\$25) x 3.55 = \$8.88 goes into your scout acct.

The \$ scouts earn from selling will go into their personal Troop 652 scout “bank” account. The \$ can be used to pay for things including but not limited to: Yearly scout registration fees, troop campouts, camporees, klondikes, summer camp & high adventure trips

Additional scout perks for selling Trails end products

#1 Gift Card Drawings – Dicks / Gander Mountain / Etc...

For every \$100 in sales a scout makes, he will receive a drawing ticket.

#2 Prizes for the top 3 sellers in the troop

#3 Q For a Day - Fun for the entire family - January 31, 2010

- The Q Arena will open it’s doors exclusively to all scouts who qualify to attend, their families etc...
- There will be activities throughout the arena, on the ice and on the Cav’s practice court.
- Following this event everyone gets to stay for a Lake Erie Monsters game
- Tickets for family members, relatives and friends will be available at a discounted price

A scout that secures a min. of 5 customer orders and less than 30 customer orders

Will be invited to “Q for a Day”/ Monsters Game and pay ½ price (approx. \$15) for their ticket

A scout that secures 30 or more customer orders is a “Fill it Up” qualifier

Note: Order forms have 30 customer order lines. “Fill it Up” qualifiers will receive the following:

FREE admission to “Q for a Day” which includes a Monsters game following “Q for a Day”

- A Patch
- A Certificate
- A FREE Cavs Game ticket
- A FREE Indians Game ticket

Only one FREE ticket per scout for the events.

Purchase of at least one additional ticket required.

\$ 1,500 in sales (Using \$25 as an avg. product price, this would require selling on avg. 60 items)

\$50 Gift card - your choice BSA, Scoutstuff.org, Walmart or Coleman web card

\$2,500 in sales

6% of gross sale credited to Scout's Scholarship account for post High School education,

Missionary Fund or Clergy Fund. Additional qualifying years 6 % will be added to the scholarship fund

Selling Tips, Courtesy, Demeanor, Safety and Dress

Personal Appearance

All scouts must wear their Class A uniform with their shirts tucked in when selling in public whether it be at organized Show-n-Sell sales, Door-to-Door or otherwise. Sloppy unkempt looking salesmen don't make as many sales !

Safety

- Scouts should not sell alone. They must sell with an adult or another scout.
- Do not sell after sunset, day light hours only.
- Do not go into anyone's home even if invited to.

Timing

- Do not sell during common dinner hours, interrupting a potential buyer's dinner will annoy them.
- Do not sell on holidays (Thanksgiving)

Respecting other's property

- Do not cut across lawns, through gardens, flower beds etc.....Use sidewalks and driveways at all times.
- No one wants to buy from a salesman that just trampled through their yard and/or landscaping.

Be prepared

- Take two pens with you for filling out the customer orders
- A clipboard may prove useful as well

Be Personable

- Apathetic, monotone, less than enthusiastic, unknowledgeable "sales pitches" reap poor results

Identify yourself, your affiliation and your reason for selling

- "Hello, My name is XXXXXXXX, I'm with Brecksville's Boy Scout Troop 652.
- I am selling popcorn in an effort to support Boy Scouts of America and fund troop activities I will be participating in. I have * see below

Know and identify what you are selling !

- Know all 12 products for sale, you are selling more than just popcorn (Trail Mix, Assortment Tins etc...)

A concept to consider promoting when selling

- All "take order" popcorn products will be available for scouts to pick-up for delivery Sat. Nov. 21.
- Therefore, **encourage potential buyers to buy products (especially the tins) to give as holiday gifts.**

Be courteous

- Always thank the potential buyer whether they buy or not
- If they did make a purchase "Thank you for your purchase and supporting scouting"
- If they didn't make a purchase a simple "thank you for considering / your time / anyhow"
- "Have a nice day /afternoon/ evening"
- Purchase or not, be polite and be courteous !

Know and inform customer of when you will be delivering their purchases

- "Take Order" products will be available for pick-up from me Sat. Nov. 21
- Scouts can deliver their orders Sat. Nov. 21 thru Thur. Dec. 3 when \$ is due.

Scouts must enter their order form online by Tues. Nov. 3

Attached is an explanation sheet

- Click on **ORDERING**
- Click on **TAKE ORDER**
- Enter your customer orders from your paper take order form into a duplicate online take order form
- Customer email addresses are not required.
- NOTE: Submissions are NOT final until I finalize and submit the orders after the scout Nov.3 deadline. You can add, change or delete orders until then. The "warnings" aren't descript.

Delivering Customer Orders

Take your \$ collection envelope with you –
Checks to be written out to BSA - Troop 652

You might want to take some change money with for customers paying with cash that don't have the exact amount. Initially you'll have to use \$ of your own but be certain to take your personal \$ out later.

Keep all daily collection \$ in a safe place at home. Do not go out collecting with more \$ on hand than you would need to make change.

Familiarize yourself with all the products you are selling !

There are **12** different Trails-End products available for sale.

NOTE: None of them contain peanuts

I. There are 2 varieties of MICROWAVE POPCORN (all sold in a box)

- #1 15 pk. **BUTTER LIGHT**
- #2 15 pk. **EXTREME BUTTER**

II. There are 4 varieties of CARMEL CORN

- #3 **REGULAR** (in a plastic bucket)
- #4 **LIGHT** (reduced sugar and fat)
- #5 **CHOCOLATEY TRIPLE DELIGHT** – drizzled with reg. and white chocolate
- #6 **GOURMET - ALMONDS, PECANS and CASHEWS**

III. There are 3 varieties of ASSORTMENT STYLE tins

- #7 **CHOCOLATE LOVERS**
Chocolate Covered Pretzels
White Chocolate Covered Pretzels
Chocolatey Triple Delight
- #8 **SWEET AND SAVORY**
Chocolatey Triple Delight
Gourmet Carmel Corn
Cheddar Cheese Corn
- #9 **CHEESE LOVERS** (bags of popcorn in a tin)
Cheddar Cheese Corn (2 bags)
White Cheddar Cheese Corn (1 bag)

IV. Other Products

- #10 **TRAIL MIX**
- #11-12 **MILITARY DONATION** - Support our military troops and scouting simultaneously ! Two purchases levels \$25 or \$40. Corresponding amount of popcorn treats will be sent to men and woman serving in our military. A viable option for not only product purchasing customers but also those that don't care to purchase products for themselves.