



SECRETS TO HAVING YOUR BEST SALE

SET A DAILY GOAL

Set a "per day goal" and tell the customer what it is.

Example: "Hi my name is _____. I'm selling popcorn to

go to Scout Camp. I have set a goal to sell 10 items today. I have sold _____ of my ten items so far, would you like to take a look at my products to help me reach goal?

SELL SCOUTING, NOT POPCORN

Don't think of it as selling popcorn. Think of it as selling Scouting and the adventures you get to experience. People can buy popcorn at most any store, but no one can buy the adventures and fun Scouting is for you and your friends. The popcorn is a tasty bonus! Most of all, HAVE FUN!

SUGGEST HOMETOWN HEROES

Got a no? That's ok! Ask if they would like to support the Hometown Heroes program, where YOU get to donate popcorn to local Police, Fire, EMS, or everyday heroes in your community! Check with your unit to see who they are giving their Hometown Hero Popcorn to locally.

DOOR TO DOOR TIPS

TOP SELLERS USE THESE TIPS EACH YOU, NOW YOU CAN TOO!

1. Wear your uniform.
2. Download the Trails End App and tell your popcorn chair you are using it!
3. Get and USE this laminated sales sheet.
4. After knocking on the door, step back to greet the homeowner. Offer the laminated sales sheet to them to see the products.
5. Ask the customer if they would like to support you in Scouting and help you go to camp.
6. Tell them what your favorite product is.
7. Offer to do no contact delivery if you do not have product with you.
8. Thank, Thank and Thank the homeowner, even if they chose not to buy from you.

Use a marker to put YOUR information here to help you during the sale

First Name:

Scout Pack/Troop/Crew:

Sales Goal: \$

Why I am selling popcorn:

Hometown Heroes Sponsor:

(Who donated popcorn will be delivered to; check to see if your unit has one)

Storefront Tips

- Sign up with your unit through the Trail's End App.
- If you want to do your own storefront, talk with your popcorn chair.
- Always greet people politely. Remember a Scout is cheerful.
- Thank the store manager before AND after your shift.
- Have examples on table but keep the rest of your inventory in the boxes.
- ALWAYS say "thank you" whether a customer buys or not.
- Make sure to inventory your product at the end of your shift for the next Scouts.

Visit www.buyscoutpopcorn.com
for more information and updates!

70% BACK TO FUTURE LEADERS*



SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!

Your donation supports future leaders and delivers tasty treats to troops at-home or overseas, military families, veterans, first responders, local food banks, and charitable organizations nationwide!

Donation Levels: \$50 \$30 \$1 Custom
amount
For details visit trails-end.com/terms



CHOCOLATEY PRETZELS

\$25



NEW! SMORES POPCORN

\$25



UNBELIEVABLE BUTTER MICROWAVE POPCORN

\$25



SALTED CARAMEL CORN

\$25



POPPING CORN

\$15



SWEET & SALTY KETTLE CORN

\$15



MORE PRODUCTS AVAILABLE THROUGH ONLINE DIRECT

trails-end.com/store

ALLERGEN & NUTRITIONAL FACTS

trails-end.com/nutrition

IMPROVED FLAVOR! WHITE CHEDDAR POPCORN

\$20



Product images are for illustration purposes only. Actual product shape and color may vary. *Products, pricing and specifications subject to availability and change without notice.
*Amount donated to Future Leaders is calculated based on the Trails' End Return to Kids, see trails-end.com/terms for more details.

ADVENTURE AWAITS



Scan the QR code
DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!

trails-end.com/app

