

Scout Tips for Successful Popcorn Sales

- **SET YOUR POPCORN GOAL AND CREATE YOUR PLAN TO ACHIEVE YOUR GOAL.**
- **SET UP YOUR ACCOUNT TO SELL POPCORN ONLINE.** Send email requests to family and friends. Tip: Send the first email to yourself, and then forward one you customize making sure it contains your link so they can buy from you.
- **ALWAYS** wear your uniform. Everybody loves to support a Scout in uniform.
- **WEAR** a smile and introduce yourself. Be polite and courteous.
- **ALWAYS** tell your customers **why you are selling.** Think of this before you start.
- **ALWAYS** sell in pairs or with an adult.
- **NEVER** sell after dark unless you are with an adult. And **NEVER** enter anyone's home.
- **ALWAYS** walk on the sidewalk and driveway. **NOT** through the yard. **WATCH** for traffic.
- **DON'T** carry large amounts of cash with you.
- **REMEMBER** to always have 2 pens with you and make sure you keep your Take-Order form as neat as possible.
- **STATISTICS** show 3 out of 5 houses buy Trail's End Popcorn when asked.
- **KNOW** all the different types of popcorn products you are selling.
- **SUGGEST MILITARY DONATIONS.** Remind individuals about military donations, especially if they state they have already purchased or not able to eat popcorn.
- **KNOW** the date when you will be delivering the popcorn to your customers.
- **THE MORE PEOPLE YOU ASK - THE MORE PEOPLE WILL BUY.**
- **REMINDE** EVERYONE what a great gift Trail's End Popcorn makes! Also, let them know how quickly it runs out and to buy enough from you to last them until next year.
- **WRITE** a **thank you note** and place a copy of it on all the Trail's End popcorn you deliver and let everyone know how much you appreciate their support. (This will benefit you next year when you call on them.) Remember to say "Thank You" when you hand deliver it.
- **KEEP** your Take Order forms so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you note they received, and the Trail's End popcorn that they did not buy enough of!
- **MAKE UP CUSTOMER CONTACT CARDS.** Let customers know how to contact you for more orders and how they are able to order popcorn from you online. EXAMPLE: *Thank you for your Popcorn Order. To order more contact: Troop 123, John Doe, 701-293-5011. www.trails-end.com (Scout's online line)*