

2014 POPCORN SALE



Over 70% goes to local Scouting

**2013, the Popcorn Sale
provided**

\$960,372

**in financial support for
Mid-Iowa Council
Scouts!!**



**2013, Pack 95 Popcorn
Sales were**

\$21,058

**33% of these sales went
to Pack 95 Scouts!!**

\$7,370





What's new for 2014?



A NEW THEME



NEW FLAVORS

Dark Chocolatey Caramel Crunch

White Cheddar Cheese

Buffalo Cheddar



COLLEGIATE TINS!!





2014 Product Line

- \$55 Chocolate Lover's
- \$50 Military Donation
- \$30 Cheese Lovers
- \$30 Military Donation
- **\$25 Dark Chocolatey Caramel Crunch**
- **\$25 Buffalo Cheddar in Cyclone tin**
- **\$25 Buffalo Cheddar in Hawkeye tin**
- \$22 Kettle Corn (microwave)
- \$20 18-pk Unbelievable Butter (microwave)
- \$20 18-pk Butter Light (microwave)
- \$20 Caramel w/Almonds, Cashews & Pecans
- \$20 Dk & White Chocolatey Drizzle
- **\$15 White Cheddar Cheese Corn**
- \$10 Classic Caramel Corn
- \$10 Popping Corn



Sales Methods



1 - Take Order

1. Practice your sales pitch
2. Go door to door
3. Take customer orders
4. Deliver popcorn
5. Collect money

Take Order (on phone) – Practice

“Hi Grandma,

This is <ScoutName>. Would you like to buy some popcorn to help support scouts? I have white cheddar and caramel corn with nuts, and”

Always finish with...

“Thank you! Have a Nice Day!”

2 - Show & Deliver

1. Go door to door
2. Adult nearby with product
3. Take customer orders
4. Deliver popcorn & collect money
5. Take Order

Highest dollar sales per customer
Convenience of immediate delivery

Show & Deliver – Practice

“Hi,

My name is <ScoutName> and I am with Pack 95. Would you like to buy some popcorn to help support scouts? I have white cheddar and caramel corn with nuts, and”

Always finish with...

“Thank you! Have a Nice Day!”

Show & Deliver

**You can pick up your
starter packs by
contacting
Pat Heaston...**

3 - Show & Sell

1. Sell at a storefront

- ▶ Hy-Vee
- ▶ Dahls
- ▶ Sacred Heart Church

2. Show & Sell Coordinators

- ▶ Steve Hartkop
- ▶ Leann McElroy

3. How to sign up for a Show & Sell

Show & Sell – Practice

Standing in front of Hy-Vee/Dahls...

“Would you like to support scouts by buying some popcorn? I have white cheddar and caramel corn with nuts, and

Always finish with...

“Thank you! Have a Nice Day!”

#4 - Selling Online

1. Set up a Scout Account
2. Set up a Leader Account
3. Communicate via email
4. NO delivery
5. Online sales commissions

Sell popcorn & receive credit for sales with NO delivery or collection hassles!

Online Selling

- ❖ **Contact Jeff Joerger or Bob Volp for more details about getting setup for online selling**
- ❖ **Scouts can register at scouts.trails-end.com**
- ❖ **Online popcorn products may vary slightly from Mid-Iowa Council products**

#5 – Selling at Work

1. Parents take your Scout to work
2. Co-workers place orders
3. Deliver product
4. Collect money
5. Reaches more people

**Increases Sales Dollars for the Scout
that results in a lower cost for his
Scouting experience**

Chocolate Product

70° melting point
for chocolate products



**Chocolate products
CANNOT be returned**

PRIZES



PRIZES

"Zombie Ah-Pop-A-Lips" Patch



MILITARY DONATIONS

Commemorative Military Patch

(Scouts who sell \$100 in Military Donations)



Popcorn For Our Troops

Popcorn For Our Troops allows customers to purchase popcorn for service men and women and support Scouting at the same time.

\$30

**Military
Donation**



\$50

**Military
Donation**

PRIZES

“BLITZ BUCKS”

(for each filled up order form during Blitz week)



“BLITZ BUCKS”

BLITZ WEEK

Fri. Sept. 26 - Sun. Oct. 5

NO MAXIMUM NUMBER OF ENTRIES

Forms are due by October 5

PRIZES

Pack 95 will award our own prizes for Popcorn sales!!!



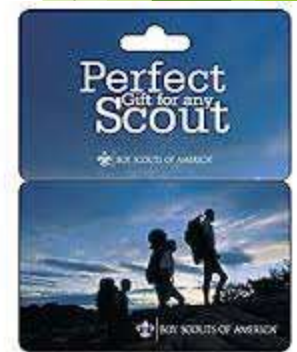
Scout Prize Incentive Levels



- \$300-\$900 in sales = 5%
- \$1,000 or more in sales = 10%

BONUS PRIZES

- \$600 in sales = \$30 Scout Shop Credit
- Pack reaches \$21,000 in sales = Pizza
- Pack reaches \$25,000 in sales = \$50 per boy to camp



PACK INCENTIVES

“Thank You for Selling Trails End Popcorn” Recognition

**5% discount on ALL council
&**

district activities in 2015!

(achieve council Per Scout Sales goal = @\$300/scout)

TOP SALESMAN EXTRAVAGANZA

Iowa Wild Hockey!

(sell over \$1,250)



COLLEGE SCHOLARSHIP



Trails End College Scholarship

(sell over \$2,500)

<http://sell.trails-end.com>


Trail's End
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THANK YOU!



Thank you for
battling the zombie

“Ah-Pop-A-Lips”

