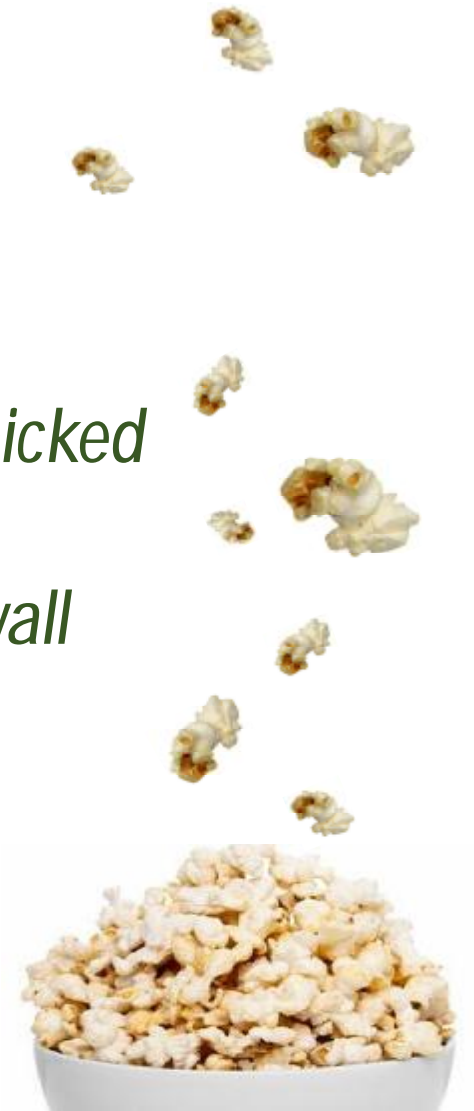


2015 POPCORN SALE

*Make sure you have picked
up your Kick Off Kit
contents against the wall*



WELCOME & OBJECTIVES



OBJECTIVES FOR TODAY:

- Go Through 2015 Popcorn Sales Guide:
 - What's New for 2015?
 - Commission Structure
 - Unit Kick offs
 - Product Lineup
 - Ordering process
 - Product Pick-up / Return & Payment Procedures
 - Selling Methods
 - Prize Program
 - Resources
 - I Need Help – What Should I Do?
- Distribute Popcorn Materials



2015 POPCORN SALES GUIDE



Key Dates

Friday August 28

September 14-18

Friday September 18

Saturday October 3

Sunday October 4

Sunday October 25

November 4-5

Friday November 6

November 16-21

Friday December 11

Show and Deliver Orders Due

S&D Distribution

Sale Starts @ 5 PM

Cub Foods Day

Early Return Day

Sale Ends

Returns

Take Order Due

Take Order Distribution

Payment due to Council



COMMISSION



Commission:

32%

Base Commission - All units who sell popcorn in 2015 will receive a Base Commission of 32% of their total sales. Example: If a unit sells \$1,000, \$320 will go back to the selling unit.

+

3%

Bonus Commission - If YOUR unit has someone attend a popcorn seminar, whether it be Super Saturday, a District make up seminar or a one on one with your District popcorn team, it earns 3% for your unit.

=

35%

35% Total Commission - The total commission a unit can earn is 35%, if a unit qualifies for the bonus commission, and elects to do the cash option.

+

4%

Cash Option Commission - If YOUR unit elects not to take part in the prize program, your unit will receive an additional 4% commission. Please note, all of the youth in your unit will still qualify for the council's incentives.

The above commission is for all 2015 traditional popcorn sales, not for online popcorn sales. Units will receive 35% commission for all online sales.



BUILDING A SUCCESSFUL SALE



Building a Successful Sale:

1. Establish WHY Your Unit is Selling Popcorn
2. Set a Unit and Per Scout Sales Goal
3. Get help!
4. Attend Training
5. Formulate a Sales Plan
6. Hold a FUN Unit Kick-off for YOUR Unit Families
7. Order & Pick-up Popcorn
8. Manage Popcorn Inventory
9. SELL SELL SELL
10. Collect Payment from Families
11. Order Prizes and Incentives for YOUR Scouts
12. Pay Your Popcorn Bill
13. Spend Your Earnings!



UNIT KICK OFFS



Unit Kick Offs:

- Make it FUN
- Review Pack's Planned Program
- How to Pay For It All with Popcorn
- What the Family Gets Out of Popcorn
- Divide Group into Parents and Scouts
- Parents info
- What Scouts get out of the sale
- Give away PRIZES

COUNCIL KICK OFF CREW

Members of the Council & District Popcorn Teams will be visiting random Units who provide us with a Kick off Date/Time/Location to give away great Prizes! 50+ units will be visited!

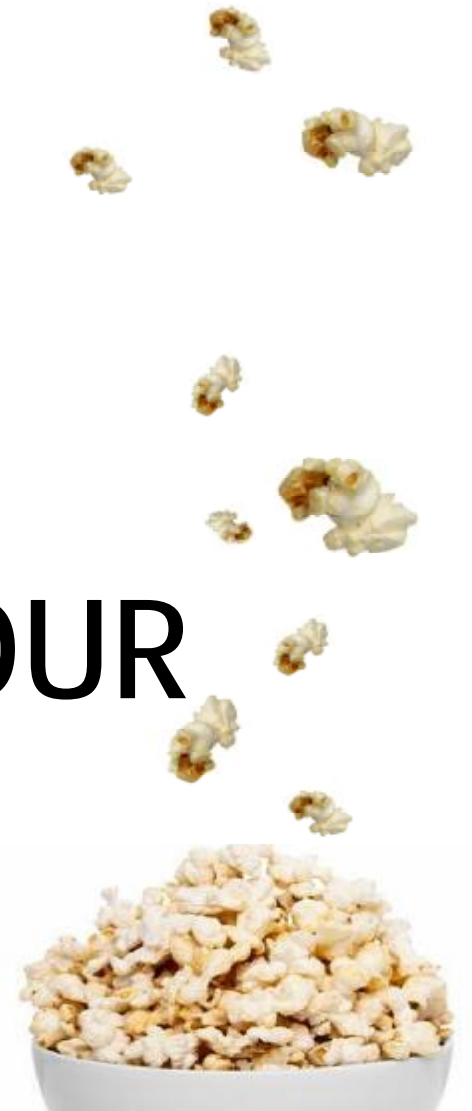


Unit Kick-offs / Sales Kits

- Every unit will receive a unit sales kit / kick-off in a tote Bag.
- It contains:
 - **Sample Popcorn Product**
 - 1 5oz bag White Cheddar
 - 1 18oz bag of Caramel Corn Almonds, Cashews, and Pecans
 - 3 pouches of Microwave
 - **Packs—Nerf Football**
 - **Troops & Crews--Shooting Sports Day Flyer**

BREAKOUT

**SHARE IDEAS ABOUT YOUR
SUCCESSFUL KICKOFFS**



SELLING METHODS



Selling Methods:

1. **“Storefront Sales”** – This method involves coordinating booths at high foot traffic locations throughout your community.
2. **“Door-to-Door / Neighborhood Blitz”** – This is the most effective sales method (averaging \$99 per hour per Scout) and involves the Scout soliciting orders at the customer’s home.
3. **Order Form / Take Order** – This method involves Scouts collecting orders and writing them on their order form. A Scout turns in the order form to a member of the unit’s popcorn team (i.e. Unit Popcorn Kernel). The product is ordered by the unit, and once received, orders are delivered by the Scout’s family.
4. **Online Sales** - This online-based method works well for Scouts to sell to out-of-town friends and family. It also works well for tech-savvy older Scouts and Venturers who are familiar with social networking sites like Facebook, YouTube and Twitter. The unit has no involvement in the ordering or shipping process, and receives a commission of 35% from all online sales.
5. **Corporate Sales** – Focus on companies who give out year-end or holiday gifts to employees or customers. Banks, insurance agents, car dealers, doctors, dentists and realtors are all good examples.



PRODUCT LINEUP



\$40



SWEET & SAVORY BOX



\$30



CHEESE LOVERS BOX



\$20



CHOCOLATEY TRIPLE DELIGHT BAG



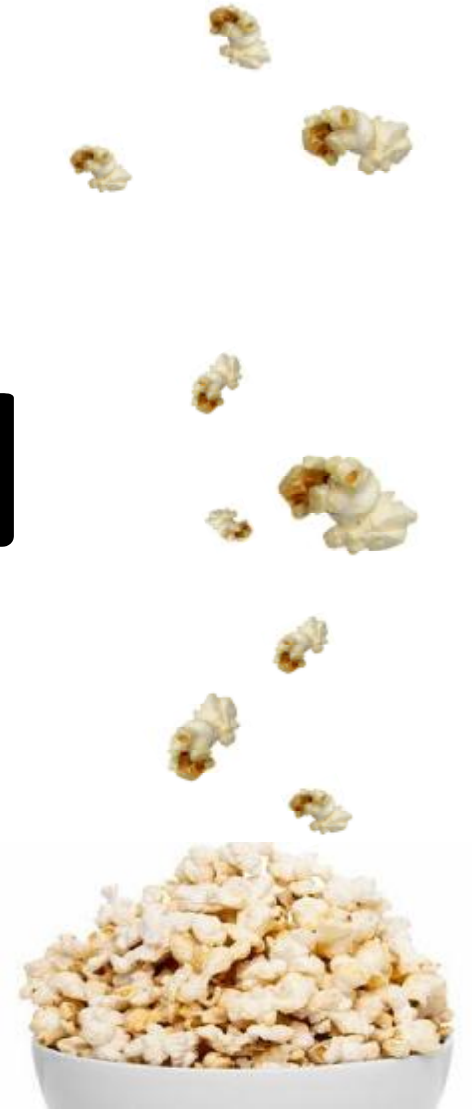
\$25 & \$50



HOMETOWN HEROES



DISTRIBUTION



Product Ordering Pick-up & Returns:

Ordering Product

Show and Deliver Due Aug 28

Can do 100% of 2014 sales

Take Order Due Nov 6

Distribution

Check the Chart for your District

Emails sent out 2 weeks before the date

Home Delivery

\$10,000+ Units

Will be contacted directly via email to set up delivery



Product Ordering Pick-up & Returns:

Reordering Product

Able to order more product starting Tuesday Sept 22
Warehouse locations TBD at this time

Returns

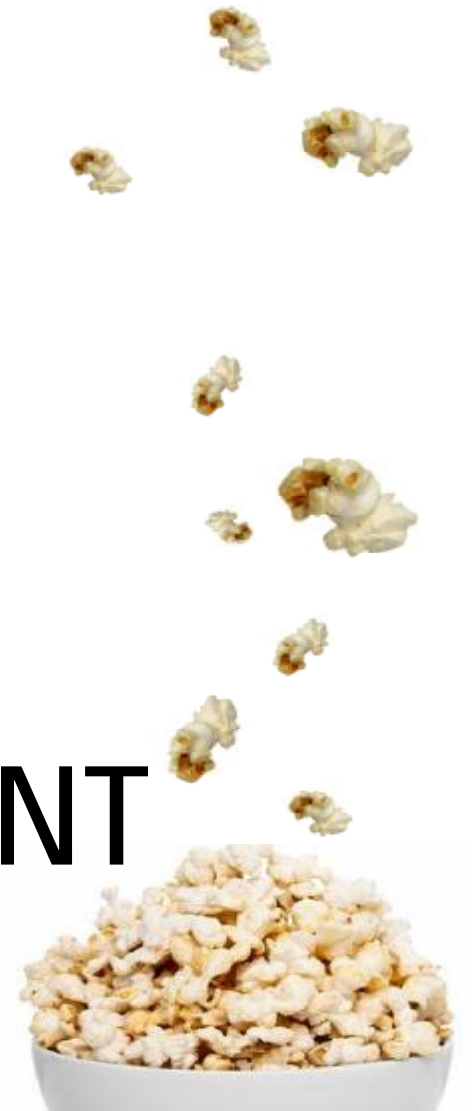
15% of your total Show and Deliver inventory as of Oct 26 can be returned. Takes into account all orders, reorders, transfers and early returns.

Transfers

Units can transfer between Units, form must be signed by both units.



BREAKOUT
SHARE IDEAS ON
INVENTORY MANAGMENT



PRIZES & INCENTIVES

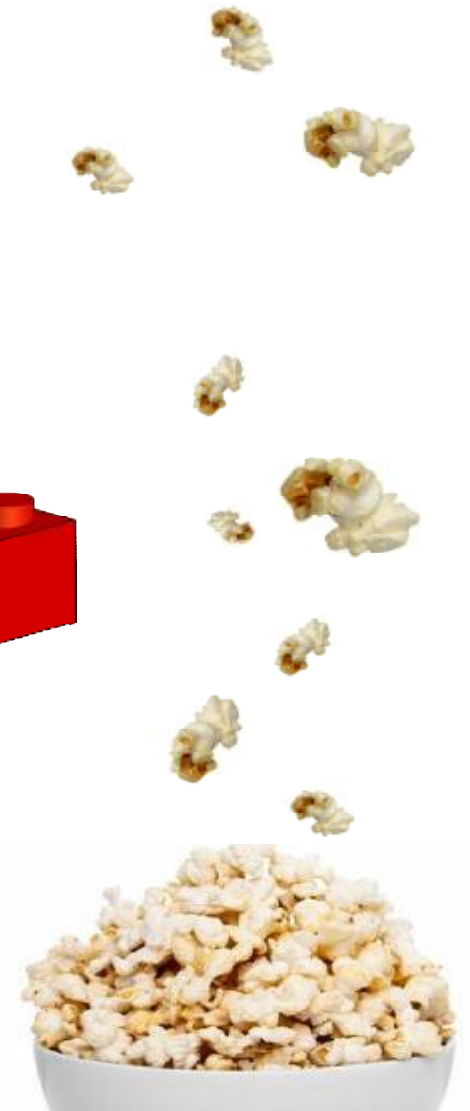
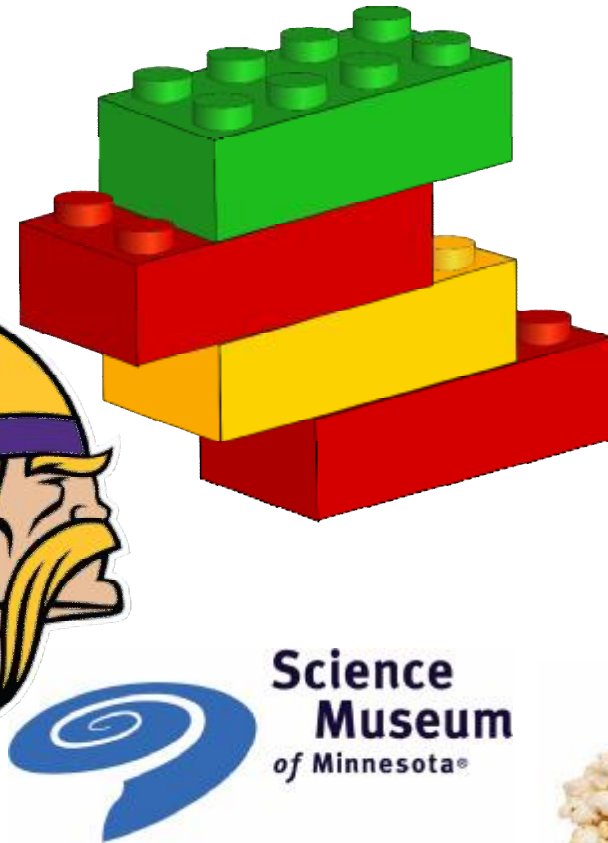




Incentives:

Incentive:	Amount to Sell:
Patch	1 Item
Sea Life Aquarium Admission	\$250
Base Camp Extravaganza	\$450
Nerf Football—Cubs Shooting Sports Day/Slushie Cup—Boy Scouts	\$650
Champions Breakfast Adventures Disney Trip Entry	\$1300
Bonus \$50 Gift Card	\$1600
Trails End Scholarship	\$2500
Bonus \$40 Gift Cards	\$3500 and every \$500 after

2015 Adventures



PICKAXE PATCH



BREAKOUT

**SHARE IDEAS ON UNIT
INCENTIVES**



Council Policy on Payments:

- Payments due on December 11
- One Check, made out to Northern Star Council
- You can pay ahead of time
- If you are having problems collecting from customers or parents, contact the Council office
- Bad check? See the bad check policy on the website



SQUARE

Partnership



Credit Card Readers

- Units will need to sign-up for a card readers through the Trails-End Popcorn System.
- Square Card Readers will be provided to EVERY Unit who signs-up FREE.
- The details:
 - No Monthly Fees!
 - 1st \$100 Sold – No % fees.
 - After that a 2.4% transaction fee will apply.



CUB FOODS

Partnership



Cub Foods Day—Saturday Oct 3

- All 75 Cub Foods in the Metro will host Northern Star Council Units to sell Popcorn from 10-5
- Units must also sell Hot Dogs and Soda at the booth (provided by Cub)
- Units get to keep all the Hot Dog sale proceeds

Store Assignments will be done by lottery

- Units will receive a survey link asking if they are interested and choose a store quadrant
- Deadline for response will be Aug 25
- Assignments will be sent out the following week.

I NEED HELP! What Should I Do?

I have a general popcorn question...

Topics Like: Placing an Order Online, Product Line-up, Payment Procedures, etc.

•Visit our website at: www.buyscoutpopcorn.com and check out the Frequently Asked Questions page to see if your answer is included.

•If there is not an answer on the website, email us at: popcorn@nsbsa.org so we can answer your general question, and post the answer on the website.

My question is more specific...

Topics Like: Individual Warehouse Specifics, Local Popcorn Kernel Contact Information, District Training Information, etc.

•Visit our website at: www.buyscoutpopcorn.com [click on popcorn leaders](#) and locate your Field Service Council fact sheet.

•If there is not an answer on your Field Service Council's fact sheet—call your district popcorn kernel, or the professional staff advisor listed on your district's fact sheet - or - call the field service council office nearest you.



THANK YOU!

