

# Northern Star Scouting

## 2024 Storefront Guide

This storefront guide is meant to help your unit plan its 2024 storefronts, from scheduling to choosing the right shift for your Scouts. This features the Trail's End Storefront reservation guide, as well as the Northern Star Storefront shift guide. If you have questions, please reach out to a member of the Council Popcorn Team, or email popcorn@northernstar.org

### Trail's End Storefront Reservations

New this year, Trail's End is scheduling some storefronts for Northern Star Scouting. This will allow for more shifts to be available, and include stores that units could not get into before. All Trail's End storefront reservations will be done through the leader portal.

Trail's End will be setting up the following sites:

- Cabela's
- Coborn's
- County Market
- Cub
- Festival Foods
- Fleet Farm
- Hy-Vee
- Kowalski's
- Lunds/Byerly's
- Lowe's
- REI
- Sam's Club
- Scheels
- Texas Roadhouse
- Total Wine
- Tractor Supply
- Walmart

You can reserve at any other location by contacting those stores directly and entering that into the Trail's End leader portal. For the stores above, you'll have to wait for the shifts that will become available July 20.

#### When are the Trail's End Stores available to reserve?

- **Trail's End is reserving times and storefronts for your Scout families.**
- **Reserve on the storefront reservation page in the Trail's End Leader portal starting July 20-23.**

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

#### What happens if a store on the list to the left does not show up on the Trail's End reservations site?

Starting July 20 if a store location from the list to the left is NOT in the Trail's End storefront reservation system, units are allowed to call that location to schedule their own storefronts. Locations that are in the system will show up with available and unavailable (taken) shifts. For example, if Cub Woodbury is not showing any shifts in the Trail's End system, then you can call them starting July 20. If Cub Cottage Grove appears on the reservation site, it will show available or unavailable shifts in the system, and you should not call them.

## STEP 1:

Go to 'Storefront Reservations' on the main menu.

## STEP 2:

If desired, use the filters to narrow the choices by date or district. Use the search box to search by store name or address.

## STEP 3:

Click the 'Reserve' button to claim a reservation. It may take several minutes to confirm your reservation. Once confirmed, the reservation will appear on the 'Storefront Management' screen.

### NOTE:

Your reservation may be rejected if another Unit claimed it before you.

Saturday  
 May 25, 2024  
**Lowe's Home Improvement**  
Other  
  
 1850 E Primrose St  
 Springfield, MO  
**Training District**  
[View on Map](#)  
 Start Time: 10:00 am    End Time: 04:00 pm  
[Reserve](#)

Saturday  
 May 25, 2024  
**Kroger**  
Other  
  
 6125 Mill Oak Drive, 6125 Mill Oak Drive  
 Noblesville, IN  
**Training District**  
[View on Map](#)  
 Start Time: 11:00 am    End Time: 04:00 pm  
[Reserve](#)

## STEP 4:

Your reserved storefronts can be managed under the 'Storefront Management' tab, where you can manage shifts, add Scouts, assign inventory and cash, and record sales.

## NOTES:

In the upper right, you can see the following Stats for your unit:

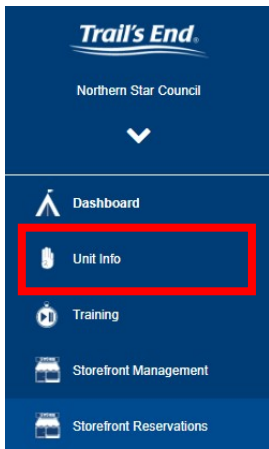
1	1	4	May 21 12:00 PM ET
Number Reserved	Current Available	Upcoming Available	Next Available Date

**Number Reserved** is how many reservations your unit has claimed so far.

**Current Available** is how many reservations your unit can claim now.

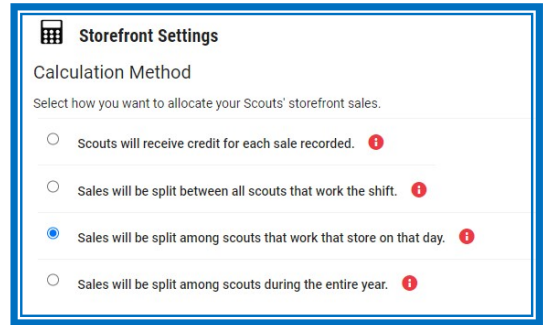
**Upcoming Available** is how many reservations your unit will be able to claim on a future date.

**Next Available Date** is when your unit can claim more reservations.



# Storefront Splitting Guide

In the **Unit Info** section of the left side menu choose “Storefront Settings” to see the different ways you can split your storefront earnings. This choice applies to your ENTIRE sale season and can't be modified for individual events.



Split	Individual	Shift	Day	Season
	Scouts will receive credit for each sale recorded	Sales will be split between all Scouts that work the shift.	Sales will be split among Scouts that work <b>that store on that day</b> .	Sales will be split among Scouts during the entire year.
<b>PROS</b>	<ul style="list-style-type: none"> <li>* Data shows greater overall sales</li> <li>* Scouts have more control over their sales numbers.</li> <li>* Accurate sales numbers reflected in TE</li> </ul>	<ul style="list-style-type: none"> <li>* Data shows greater overall sales</li> <li>* Set up extra shifts for non-storefront events (siblings selling together, Blitz, mentoring)</li> <li>* Scouts can arrange their own shifts for individual credit</li> <li>* Accurate sales numbers reflected in TE</li> </ul>	<ul style="list-style-type: none"> <li>* Offset slow shifts and new sellers</li> <li>* Set up extra shifts for non-storefront events (siblings selling together, Blitz, mentoring)</li> <li>* No worry about sales credited to the wrong shift, can add donations for the day at the end.</li> </ul>	<ul style="list-style-type: none"> <li>* Great for raising funds for the unit, encourages team mentality</li> <li>* Reward strong sales as a unit</li> <li>* Offset slow shifts and new sellers</li> <li>* No fighting over “good” shifts</li> <li>* Don't have to worry about sales credited to the wrong shift, can add donations for the day at the end.</li> </ul>
<b>CONS</b>	<ul style="list-style-type: none"> <li>* Scouts might compete to get “good” shifts</li> <li>* Low sign up for “slow” shifts</li> <li>* Must keep accurate inventory for each Scout</li> </ul>	<ul style="list-style-type: none"> <li>* Scouts might compete to get “good” shifts/ locations</li> <li>* Nobody signs up for “slow” shifts or locations</li> <li>* Must keep accurate inventory for each shift</li> </ul>	<ul style="list-style-type: none"> <li>* Scouts can get good credit for low effort</li> <li>* Rewards are based on individual sales so good sellers could lose sales credit</li> <li>* Scouts might compete to get “good” shifts/ locations</li> <li>* Low sign ups for slow stores or days</li> </ul>	<ul style="list-style-type: none"> <li>* Scouts can get good credit for low effort</li> <li>* Rewards are based on individual sales so good sellers could lose sales credit</li> <li>* Can be discouraging to watch storefront totals go down</li> </ul>
<b>Contact for this method</b>	Evelyn Sluiter Evelyn.Sluiter@AE2S.com Tammy Holliday tammy.holliday12@gmail.com	Jill Knight Knight.jill.m@gmail.com	Katherine Kunze pack249.fundraising@gmail.com	Jason Tillman fuzzyjct@gmail.com

# Shift Management

How many Scouts should sell at a time? Here are some thoughts from our top selling units on what works well for them. Northern Star generally recommends having 2 Scouts per shift, with 2 hour shifts, but go with what works for your unit.

1 Scout per shift	<ul style="list-style-type: none"><li>* Scout gets more sales credit but does more work</li><li>* More storefronts can be covered</li><li>* May miss opportunities to approach customers when in the middle of a sale</li></ul>
2 Scouts per shift	<ul style="list-style-type: none"><li>* Experienced Scouts can teach new sellers</li><li>* Scouts can take breaks as needed</li><li>* Insurance for no shows, running late, emergency, injury, etc.</li><li>* One can start a new sale while the other wraps one up</li><li>* Siblings can sell together</li><li>* Selling is more fun with a friend</li></ul>
More than 2 on a shift	<ul style="list-style-type: none"><li>* Good if there are multiple entrances to the store where you can have two tables at once</li><li>* Consider 3 Scouts between two tables</li><li>* Doesn't generally result in more sales at a single table</li><li>* 3 can work with younger Scouts to give them breaks</li></ul>

## Other helpful hints:

- Set the expectation that an adult stays with every Scout. But, two adults are needed if there are two Scouts there from different families.
- As scouts get older, customers expect their sales pitch and product knowledge to be more polished. It is not uncommon for them to get more questions in order to make a sale.
- Including a goal in your sales pitch motivates both the Scout and customers.. "Hi! I'm ... *sales pitch*... and I'm X dollars from my goal. Can I count on your support?" Update the progress with each sale, so they feel the progress that they are making. Keep the initial goal attainable. Once you meet the first goal, make a new goal
- Pair older Scouts with a younger Scout. The younger Scout makes the initial ask, then brings the customer to the table for the older Scout to close the sale.