

POPULAR & EASY WAY TO SELL POPCORN!!!

SHOW-N-SELL & SHOW-N-DELIVER

WHAT IS SHOW-N-SELL?

Your unit can pre-order popcorn by September and have it on hand to sell right away! You can use inventory for show-n-deliver (see explanation inside) or sell popcorn in front of a store (i.e. Wal-Mart, WAWA, Shop Rite) or at a community event. This is an easy way to reach more customers and increase your unit sales!

Here are some easy steps:

1. Find a location that has high foot traffic and is safe for the boys to participate.
2. Contact store or event organizer to gain permission and set up times and dates.
3. Set up schedule for boys with specific times of participation (i.e. 4-6 boys per 2 hour shift).
4. Gather pictures of the events you have participated in or are planning to attend. People are more apt to purchase if they know what the money is being used for.
5. Make banners for advertisement and point of sale excitement (great activity for a den or pack meeting). You can also download posters off of web-site www.trails-end.com. Sometimes the stores will advertise the sale on their store bulletin board.
6. Have the boys practice what they are going to say to possible customers. Always mention Scouting (i.e. would you like to support scouting by purchasing popcorn today?).
7. Make sure boys are in their uniforms.
8. Most of all, BE SAFE & HAVE FUN!

Parents can use the show-n-sell method at their desk or areas at work!

This is a great method to be followed up with the take order sale. People will sometimes reorder product if they enjoyed it the first time.

WHAT IS SHOW-N-DELIVER?

The Show-n-Deliver method is becoming very popular among Scouting Units across the country. Unit Leaders are finding this sales method to be very easy and a successful way to grow their unit popcorn sales!

Scouts go door to door with their take order form and popcorn products. Scouts get customers information and sell the product to them right on the spot! They don't need to go back to deliver the product at a later date.

All you need to do is order product by Show-N-Sell order date September 21st. What you do not sell can be returned to council by *November 5th. Lastly, pay for popcorn product by the end of the popcorn sale.

Have a place to keep your popcorn inventory (i.e. garage) and you're all set!

The left over product from the show-n-sell & show-n-deliver can be cleaned up by the take-order needs. Just reduce the amount that you order for the take-order sale by what you have left over.

I want to order popcorn for Show-n-Sell or Show-n-Deliver!

September 19, 2008: Show-n-Sell & Show-n-Deliver orders due to council office.

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October 4, 2008: Show-n-Sell & Show-n-Deliver Distribution.

November 3, 2008: Show-n-Sell products not being sold are due back to council office.

*units are financially responsible for popcorn not returned by November 3rd

**REMEMBER TO ALWAYS EMPHASIZE
SAFETY
ADULT SUPERVISION IS SUGGESTED IN ALL
SELLING METHODS.**