

## **“EVERYONE WORKS TOGETHER FOR THE WHOLE FAMILY OF SCOUTING”**

### **TIPS FROM HIGHLY SUCCESSFUL UNITS SELLING POPCORN**

#### **UNIT POPCORN CHAIRMEN COMMENTS**

- Scouts selling a pre-set amount get to throw a cream pie into the face of a unit leader (cubmaster, popcorn chairman, etc.) Collect payment at time of sale. The customer is reluctant don't lose the sale by insisting on payment before delivery. Denise Bares, Polaris
- By establishing a ladder of what leader gets pie'd for different levels of sales a pack increased sales from \$2,000 \$8,000. Note: Use good quality whipped cream to avoid stains to leaders' uniforms.
- Use Ideal Year of Scouting to plan an annual program. Sales increase 2 to 3 times normal. Brumfield Vacker, Raven
- Motivated parents, many of them sole proprietors, to use popcorn as holiday presents to customers. One parent bought \$1,800 and another one bought \$600. Golden Arrow
- Increased the number of salesmen to 39 by giving the top salesman of the week a candy bar. Sold \$17,000 of popcorn. This shows that small recognitions yield big rewards. Pack 1945, Home School, Conroe
- A pack increased sales from the \$500 to \$1,000 range to \$8,700 when it designated a person to be the unit popcorn chairman and set goals for each Scout, e.g., \$50. Brazos
- Setting per Scout goals yielded Pack 113 sales of \$20,202. Also, shared the budget with all parents. Took Scouts to a location like Kroger's before placing the unit order. (collected payment there) Also, took them after the sale to sell extra product. Polaris
- Pack 1331 selected two unit popcorn chairmen and supplemented the Council prize program with gift certificates from Wal-Mart (\$300 of sales yielded a \$20 gift certificate.
- Sell one of each product as a package. Ask for referrals.
- Offer unit incentives in addition to the Council prize program. Reward salesmen with time at camp. To get the fifth grade Webelos to sell establish a Scout Account and allow him to apply that amount to pay for a week at Scout camp next summer.
- A troop let Scouts use their commissions to pay for summer camp. Raised \$7,000. Note: Any unit can select to receive an additional 5% commission (from 30% to 35%) if no Scouts orders prizes from the prize brochure. The Scouts would still be eligible for the extra prizes offered by the Council such as Astros, Aeros, Rockets, and Texans games, scholarships and gift cards for Wal-Mart or Toys R Us.
- Pack 300 had several unit popcorn chairmen and promoted the Council incentives such as the Aeros game and the Super Salesmen (sales of at least \$250) drawing for electronic games and pack gifts. Sales went from \$2,800 to \$7,200.
- A newly formed troop sold \$3,000 by encouraging parents to sell. One parent sold a bunch of popcorn to truckers.
- A Scout sold \$700 one Sunday at church to members.

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