



# SCOUT PARENT GUIDE

## 2023 Popcorn Sale

Sale Begins

Popcorn Pickup

Money Turn In Date

Sale Ends

Unit Sales Goal

Individual Sale Goal

Rewards Points Goal

By Reaching My Goal, I Will Receive:

  


My Popcorn Kernel Can Be Reached At:

## TIPS FOR SELLING

### Help Your Future Leaders Succeed!

- Introduce yourself (first name only), where you are from, what you are doing, and close the sale.  
*"Hi, my name is (name) and I am from (local unit). I'm earning my way to Summer Camp. Can I count on your support?"*
- Encourage credit sales for higher reward points!  
*"We accept & prefer credit."*
- Wear your Class A uniform and always say "Thank You."
- Be interactive, avoid using chairs, and make more sales per Scout with only 1 Scout per Storefront shift
- Always have an adult present
- Stay on the sidewalk or driveway and don't enter homes.
- Find repeat customers by checking your Scout App order history

## MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using BOTH app and online average 90% MORE than Scouts that sell only traditionally, and 5X MORE than those that sell only online!*

- Online Direct:** Sell online & ship directly to customers
- Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders
- Wagon Sales:** Direct sales to family, friends, neighbors (with adult supervision.)

*Did You Know? 2 out of 3 people will buy when asked at their door.*

## SCOUT APP

Monitor Real-Time Sales, Inventory and Storefront Shifts.



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download



## REWARDS

Collect points through the Scout App to earn Amazon.com Gift Cards and choose the prize YOU want!

The More Sold, The More Earned!

**1.25 PTS PER \$1 SOLD**

APP CREDIT / DEBIT CARD & ONLINE DIRECT (WAGON & STOREFRONT)

**1 PT PER \$1 SOLD**

CASH



EARN MORE EASIER!

[trails-end.com/rewards](https://trails-end.com/rewards)

POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,500	\$50
1,000	\$30
750	\$20
500	\$10

## RESOURCES



SEE WHAT OTHERS ARE SHARING & SAYING NOW!

[facebook.com/groups/TEScoutParents](https://facebook.com/groups/TEScoutParents)

*Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!*



NEVER MISS A SALE, LEAVE BEHIND A DOOR HANGER!

[qrco.de/bduFSw](https://qrco.de/bduFSw)



LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!

[qrco.de/bduFgY](https://qrco.de/bduFgY)



HOW TO SELL \$1000 IN JUST 4 HOURS!

[LINK HERE](#)