

# Safety First!

Safety is important in everything you do, and that includes selling popcorn!

**ALWAYS** sell with another Scout or with an adult.



**ALWAYS** walk on the sidewalk and driveway.



**DON'T** carry large amounts of cash.



**NEVER** sell after dark unless you're with an adult.

**NEVER** enter anyone's home.



# Selling Tips.

Follow these tips and check out the Trail's End web site at [www.trails-end.com](http://www.trails-end.com).



**ALWAYS** smile and introduce yourself.

HI, MY NAME IS \_\_\_\_\_

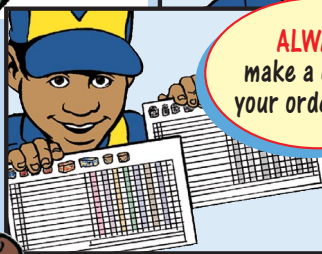


**ALWAYS** tell your customers why you are selling popcorn.

WE WANT TO GO TO CAMP!



**ALWAYS** make a copy of your order form.



**ALWAYS** wear your uniform and be courteous.

**ALWAYS** say...

THANK YOU!



**KNOW** the different types of popcorn you're selling.





# SCOUT TIPS

- ALWAYS wear your uniform. Everybody loves to support a Scout in uniform.
- ALWAYS sell in pairs accompanied by an Adult and never sell after dark unless you are with an Adult.
- ALWAYS act like a Scout and be polite and courteous. Wear a smile and introduce yourself.
- ALWAYS walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
- Don't carry large amounts of cash with you. Never enter anyone's house.
- Ask your Leader to show the Youth Training Video that they can get from the Council office — it has great tips and ideas.
- Remember to always have 2 pens with you and make sure you keep your Take-Order form as neat as possible.
- Statistics show 3 out of 5 houses buy Trail's End popcorn when asked.
- Make sure you know all the different types of Trail's End popcorn products you are selling.
- Most importantly, when you are selling the popcorn — tell the people what the money goes for — have them read the back side of the Take-Order form.
- Make sure you know the date when you will be delivering the popcorn to your customers.
- Remember to keep your Take-Order form for next year so you can call on the same people.
- In case no one is at home, write a letter (and make copies of it) explaining the popcorn sale and why you are selling it. Explain the benefits for your Unit and Council, tell the dates of the popcorn sale etc. Leave this letter with one of the sheets from your Mini Order Form. Place these forms in the newspaper box or at the front door of peoples homes you know.
- Not every house will buy so do not become discouraged.
- The more people you ask — the more people will buy.
- Put popcorn sale articles in your school, church, and community bulletins/newsletters.
- Ask your parents to help you sell Trail's End popcorn at their workplace for employee or customer gifts. Better yet, ask your parents if you can go to their office and sell. Make sure you deliver the popcorn and say "Thank You — if you can't deliver it yourself, tape a Thank You note on top of the popcorn!"
- Ask your parents to take a Mini Order Form to work to pass around the office.
- Remind your parents, grandparents, aunts, uncles and neighbors what a great gift Trail's End popcorn makes for teachers, friends, co-workers etc. Also, let them know how quickly it runs out and to buy enough from you to last them until next year.
- Ask your friends at your place of worship if they would like to buy some Trail's End popcorn.
- Write a thank you note and place a copy of it on all the Trail's End popcorn you deliver to let everyone know how much you appreciate their support. (This will benefit you next year when you call on them.) Remember to say Thank You when you hand deliver it.
- Keep your Take-Order forms so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you note they received, and the Trail's End popcorn that they did not buy enough of!