



2018 Product Sale

GEAR UP FOR SUCCESS

THE PA DUTCH COUNCIL TEAM

Joe Flaim

Council Kernel

Nicole Welch

Horse-Shoe Trail Kernel

Roger Harvey

Conestoga River Kernel

Leisha Rivera

Council Support

Heidi Patterson

Harvest Kernel

Scott Arnold

Staff Advisor

THE PA DUTCH COUNCIL TEAM YOU



Scouting is
possible
because of
Scouters like you!

Our Purpose Tonight

- ▶ Product Updates
- ▶ 2018 Incentive Review
- ▶ Fun
 - ▶ Prizes!!
- ▶ Popcorn System
- ▶ Nuts Ordering
- ▶ Tips and Best practices





“Experiencing the BEST program year you’ve ever had”

How to Level Up

DREAM BIG

Steps For Unit Success:

1. Plan out the program year.
2. Build the budget.
3. Set the Goal
4. Communicate the plan.
5. Execute the plan.

Success in 2017

Harvest District

1. Pack 93-\$26,875
2. Pack 102-\$22,345
3. Troop 267-\$19,1209

Conestoga River District

1. Pack 58-\$33,130
2. Pack 19-\$12,825
3. Pack 146-\$12,420

Horse-Shoe Trail District

1. Pack 44-\$71,735
2. Pack 439-\$13,430
3. Pack 415-\$11,380

Other Successes

1. Nearly 100 youth sold \$1000 or above – about 3% of all sellers
2. Nut products accounted for nearly 32% of the entire sale

**YOU CAN DO IT
TOO!!!**



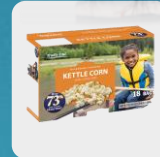
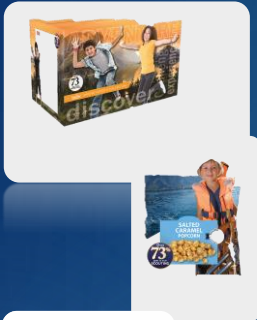
Trail's-End Popcorn 2018 Updates

Product



2017 Trail's End Full Product Line

\$60 Chocolate Lovers Tin
\$50/\$30 Military Donation
\$30 Cheese Lovers
\$25 18 Pack Kettle Corn
\$25 Salted Caramel Popcorn
\$20 Caramel Corn with
Almonds & Pecans
\$20 18 Pack Unbelievable
Butter
\$15 White Cheddar Cheese
Corn
\$10 Caramel Corn
\$10 Popping Corn



*Take order only

2018 Trail's End Online Line Up

\$250 A Hero's Welcome Military Donation

\$100 Stars & Stripes Military Donation

\$75 Brave Soldier Military Donation

White Cheddar Popcorn (2 bags)

Jalapeno Cheddar Popcorn (2 bags)

Premium Caramel Popcorn with Almonds, Cashews, Pecans

Caramel Popcorn with Sea Salt

Donut Shop Blend

Campfire Blend K-Cup Coffee (32 count)

Movie Theater Butter Microwave Popcorn-24pk

Milk Chocolate Pecan Clusters

Sweet & Cheesy Trio Tin

Chocolate Lover's Tin

Classic Trail Mix

Nuts 2018 Update

Product



2018 Nuts Product Line

- \$15 Troops Salted Virginia Peanuts
- \$15 Troops Honey Roasted Virginia Peanuts
- \$15 Milk Chocolatey Peanut Clusters
- \$15 Homemade Peanut Brittle
- \$20 Salted Jumbo Cashews
- \$20 Dark Chocolatey Covered Almond Clusters
- \$20 Pub and Party Mix
- \$25 Honey Cinnamon Almonds
- \$35 Dark Chocolatey Peanut Clusters
- \$50 3 Pack Gift Set



*Take order only

2018

Scout Incentives & Unit Commissions

2018 Prize Mania Prize Program

BSA National Supply

- **14 Level Prize Program**
- **Place Orders through Trail's End**
- **Reserve the Prize Table for Your Kickoff!**

The Incentives Keep on Coming!

“Camp Bucks” Option

1. Starting at Prize Level 4 (\$350 in sales)
2. Earn “Camp Bucks” for Pennsylvania Dutch Council Camps or Programs-Summer Resident Camp, Summer Day Camps, Fall District Events, NYLT, Council High Adventure
3. Bucks would replace a Prize Mania Prize
4. Are ONLY available within the Pennsylvania Dutch Council
5. May not be selected is using the No Prize Option

The Incentives Keep on Coming!

Military Sales

1. Sell \$125 in Military Sales to receive a Silver Level Military Sales Patch
2. Sell \$250 in Military Sales to receive a Gold Level Military Sales Patch
3. Military Sales Patches must be turned in by November 1st



The Incentives Keep on Coming!

Sell \$1000

1. Prize from Level Eight of the Prize Program
2. Invitation to the special recognition event on January 6th

“Wreck It Ralph 2”



The Incentives Keep on Coming!

Sell \$1500

1. Prize from Level Nine of the Prize Program
2. Invitation to the special recognition event on January 6th
3. Invitation to the special recognition event at the Hershey Bears February 9



The Incentives Keep on Coming!

Sell \$2000

1. Prize from Level Ten of the Prize Program
2. Invitation to the special recognition event on January 6th
3. Invitation to the special recognition event at the Hershey Bears February 9th
4. Free ticket to Hershey Park for 2019



The Incentives Keep on Coming!

Sell \$2750



1. Prize from level 11 in the Prize Program
2. Invitation to the special recognition event on January 6th
3. Invitation to the special recognition event at the Hershey Bears February 9th
4. Free ticket to Hershey Park for 2019
5. Exclusive \$2,750 Club Blanket to be distributed in January

The Incentives Keep on Coming!

Sell \$3500

1. Prize from level 12 in the Prize Program
2. Invitation to the special recognition event on January 6th
3. Invitation to the special recognition event at the Hershey Bears February 9th
4. Free ticket to Hershey Park for 2019
5. Exclusive \$3,500 Club Fleece to be distributed in January



Trail's End National Rewards

Funded by Trail's End

Face-to-face, online and mobile sales
count!

College Scholarship:

Sell \$2,500 once and **6%**
of your total sales **each**
year is invested in your
own college scholarship
account.

You must complete a
new form every year!



Nut Sales
DO NOT Count
Towards Scholarship

The Incentives Keep on Coming!

Top Sellers *(sales must be above \$4,000)

The 6 Top Scout Sellers will receive a free week of camp, age appropriate, at one of our summer programs; Camp Mack, Camp Bashore or NYLT in 2019! This prize must be used in the Pennsylvania Dutch Council only and is non-transferable



The Incentives Keep on Coming!

Top Selling Unit

The Top Selling Unit will receive a party for 20 people at Sky Zone Trampoline Park in Lancaster.

First Runner Up will receive Buy One Get One Free GLOW Passes

Second Runner UP will receive BOGO Open Jump Passes



SKY ZONE[®]
TRAMPOLINE PARK

SKY ZONE LANCASTER

skyzone.com/lancaster

Commission Structure

Seller Level and Online Sales (32% Commission)
Simple. Participate in the Sale!

Bonus Commissions: increased sales above 2016

Bronze Level (34% Commission)

1. Register for the sale prior to June 1 and attend the July 25th Leaders Training
2. Place Orders and Pay on Time
3. Increase your overall sale over 2017.

Must Sell \$3,500 to
Qualify for Bonus
Commissions

Commission Structure

Silver Level (35% Commission)

1. Register for the sale prior to June 1 and attend the July 25th Leaders Training
2. Place Orders and Pay on time
3. Increase your overall popcorn sale 15% over 2017
5. **Automatically qualify by selling \$12,000 or more**

Gold Level (37% Commission)

1. Register for the sale prior to June 1 and attend the July 25th Leaders Training
2. Place Orders and Pay on time
2. Increase your overall popcorn sale 25% over 2017
3. **Automatically qualify by selling \$20,000 or more**

Must Sell \$5,000 to
Qualify for Bonus
Commissions

No Prize Option

New for 2018*

Earn an additional 2% on your sale by selecting the no prize option.

We suggest that units with younger members use the prize system, since this is often a motivator with younger Scouts.

This means units selecting this option can have a base of 34%, a Bronze Level of 36%, a Silver Level of 37% and a Gold Level of 39%



Technology



Trail's End.html

The Popcorn System

<http://scouting.trails-end.com>

Your Username is provided on the label of your envelope along with your initial password and 80% limit for your Show and Sell Order

Once you have initially logged on you may change your password. We will unable to see the change so please keep it in a safe place

If you have issues or need your password reset please contact your district Popcorn Kernel or between 8:30 and 4:30 weekdays Leisha at the office

The screenshot shows the login interface for the Trail's End Popcorn System. At the top is the Trail's End logo, which features a stylized horse head inside a circular frame with a rainbow border. Below the logo, the text "POPCORN SYSTEM" is displayed. There are two input fields: "Username" with the text "scott.arnold" and "Password" with masked characters "*****". Below these fields is a blue "SIGN IN" button. Under the button is a checkbox labeled "Stay signed in". Below the checkbox are two links: "Password and Username: Need help?" and "Logging in for the first time?". At the bottom, a note states: "For the best experience, we recommend Chrome or Firefox browser."

Whitley's Nuts

To file your nut order go to the council website. Under Fall Product sale click on the big green button “2018 Nut Show and Sell Order”. Be sure to complete all required information. For Show and Sell you will need to order by the case. The Take Order will be similar, but you will be able to order by the Item.

7/16/2018 EmailMe Form - 2018 Nuts Fall Product Order, PA Dutch Council

2018 Nuts Fall Product Order, PA Dutch Council

Order your nuts for the 2018 Fall Product Sale. All of the nut products com in cases of 12. YOU MUST ORDER IN QUANTITIES OF 12 FOR THE SHOW AND SELL. Please note that the cost reflects the retail value of the product prior to the product returns. Use the Show and Sell calculator available at www.padutchbsa.org/popcorn/ to help you determine the quantity to order.

Troops Salted Virginia Peanuts
Please select ▼
Order in quantities of 12. Note: Totals reflect the retail price for the case. Returned product will be removed from your total.

Troops Honey Roasted Virginia Peanuts
Please select ▼
Order in quantities of 12. Note: Totals reflect the retail price for the case. Returned product will be removed from your total.

Salted Jumbo Cashews
Please select ▼
Order in quantities of 12. Note: Totals reflect the retail price for the case. Returned product will be removed from your total.

Honey Cinnamon Almonds*Maximum Show and Sell Order 1 Case
Please select ▼
Order in quantities of 12. Note: Totals reflect the retail price for the case. Returned product will be removed from your total.

Kernel Name *
First Last

Kernel Address *
Street Address
City State / Province / Region
Postal / Zip Code

Kernel Email *

Kernel Primary Phone * **Kernel Secondary Phone**
##-##-#### ##-##-####

Unit Number * **Unit Type ***
Please select ▼

<https://www.emailmeform.com/builder/form/Wuky595b46aq7eQV> 1/2

Online Selling: How to Register and Create a Scout Page

To set up your individual page go to ;

Then follow the step by step directions.

<https://www.trails-end.com/how-it-works>

Once everything is set up then begin linking to your facebook and social media and send out on your account. You still get the same commission as you do with the other sales.



Key Dates

July 25: Fall Product Sale (Popcorn & Nuts) Kickoff!

August 1: Sale Begins

August 8: Product Sale Youth Kickoff

August 22: Show-And-Sell orders due

September 6&7: Show-And-Sell pickup

October 21 & 22 : Return days

October 24: Take Orders due, sale ends

November 1: Prize and Incentive Deadline

November 8 & 9: Take Order pickup

November 26: Misses and Late Adds due

December 10: Final payments due

December 14: Late payment penalties begin (3% weekly)

January 6, 2019: Victory Celebration

February 1, 2019: online and bonus commissions paid to units

2018 Product Sale Kit



- **Login Information (on Label on Envelope)**
- **Council Guidebook**
 - Unit Program Planner
 - Commission Structure
 - Sample Kickoff Agenda
 - Council Return Policy
 - Sale worksheets
- **Prize Order Forms (if using Prize Program)**
- **2018 Trails End Online Products**
- **Council Incentive Sheet**
- **Order forms**
- **Military receipts**
- **Duties Flow Chart**

Council Website

- All of the most current sale information
- All of the forms you will need for the sale
- Electronic copies of everything that you have in your packet!



Trail's End Website

- **Popcorn University** – grow your sale
- **Popcorn System** – place popcorn and prize orders
- **Online Selling**
- **Unit Reference Guide**
- **Key Sale Information**

Web Resources

Pennsylvania Dutch Council Website – www.padutchbsa.org
Guidebook, Unit commitment form, updates

Trails-end – www.trails-end.com and scouting.trails-end.com
Online popcorn system, location of consumer, e-mail
library, & Virtual Planner

Video Tutorials for the Trail's End Systems- <http://sell.trails-end.com/content/6d8eb8b59aa67b6/training-videos>

“What’s Poppin’” Newsletter!

Best Practices

- Have a Plan and Share it and Sell it!!!
- Have a Goal!
- Use all Selling Methods!
- Have Youth Comfortable with Sales Talk
- Ensure Safety Measures are in Place!
- Good Communication with your Unit members and their Families!
- Out of the Box Thinking when planning your Show and Sell Locations
- Have your own Unit Prizes to Keep excitement up!
- Remember What you are Selling!!!
- Inventory control



HAVING A GOAL

It is shown over and over that units that have a goal and get parental buy in into the goal are more successful than units that don't

Do that by demonstrating what the money will be used for, and how it can lower the out of pocket, "family tax" for Scouting Families



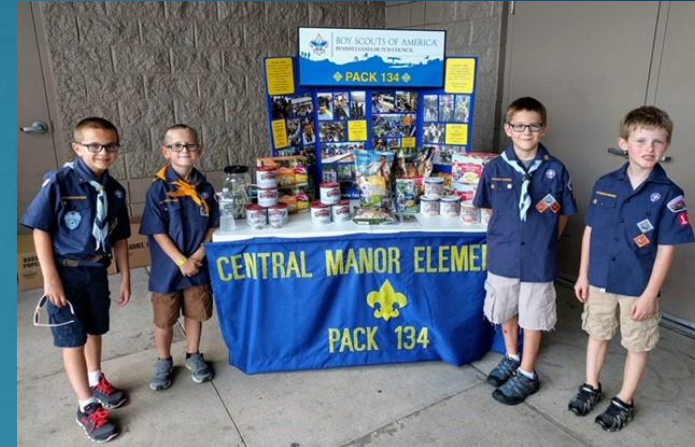
Then get the families to set individual goals and check with families to see how they are doing on their goal periodically during the sale

Show and Sell

Set up a stand outside of a busy store or even an event where lots of foot traffic will pass

Don't be afraid to use out of the box thinking about where to organize a Show and Sell.

Where do people who support Scouts congregate? Where are people that they want a great munchie?



Make sure you have adequate coverage, and if you don't have it, share with other units so that Scouts don't lose out

Wagon Draggin'

Filling up a wagon or a truck and going door to door selling popcorn

Neighborhood sales can greatly improve your overall sale

Yes it takes additional effort, but while the suburbs can make more money in less time, rural customers can be excited that they were not left out



Be sure to take your order form as well and combine this with your Take Order efforts

Take Order

Taking your order form door-to-door and collecting orders for delivery at a later date. Make sure to get the money up front

Scouts may start to sell starting August 1. If you do this let us know when you place your Show and Sell Order and we will work with you to have your percentage of order increased

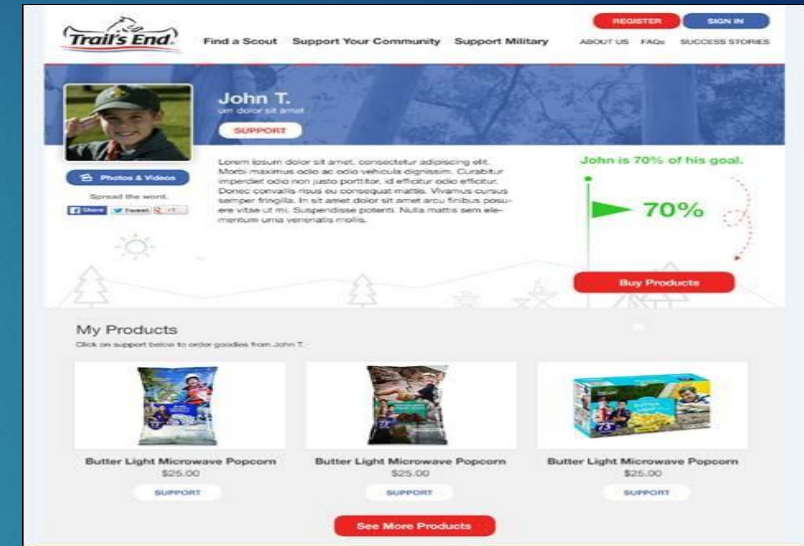


Online Sales

Setting up a Personal Selling Page through Trails-end.com and asking people to support you there

**Earn 5% for every dollar sold online, over \$300.
It's that simple!**

Once you hit \$300, you'll be able to redeem your online sales for a \$15 Amazon.com Gift Card. Keep selling and then cash out for a higher value whenever you want. For every \$20 you sell online, you'll receive an additional \$1. Note: Scouts are automatically enrolled just by having an online registered Scout account.



Scouts that register an account with **trails-end.com** and record one online sale will have a chance to win a trip for two to **Walt Disney World®** Resort

Eight Scouts to win a trip!

Sales Talk

Whichever methods you use be sure your scouts feel comfortable with their pitch. Have them practice. It can be good to have an older successful Scout practice with them

Key Factors in pitch:

- Introduce yourself -First Name Only- and where you are from
- Let people know what you are doing
- How can they help
- Close the sale



Unit prizes

The Sale can be long. One of the things you should do is keep the excitement level up. One way to do that is by doing your own unit prizes

You can build your prizes around competition, the den that sells the most that week gets a pizza at their next meeting

Or do individual prizes. The first boy to sell \$500 gets a gift card. Whatever you do use your prizes as a way to keep the sale in front of everyone



Safety First

While we want everyone to have a successful sale, even more importantly we don't want anything to happen to any of our Scouts. Make sure all Scouts and parents know the safety rules

- Never sell alone, always use the buddy plan.
- Never enter anyone's home.
- Only cross the street safely.
- Don't sell after dark, unless you are doing a storefront sale



Inventory Control

A big factor to having a successful sale is successfully controlling your inventory. Once the product leaves our warehouse it is the responsibility of the unit. Think about where you store your product. How will your sellers get it back into storage? How will you get product to people who need it?



Damaged product may not be returned and becomes the property of the unit

Your Plan

Remember that while we are here to help you be successful you will need to make your own plan.

Whatever plan you make, share it and be sure to communicate it with your unit leadership and your families.

Communication is key. If you don't ask how things are going and keep the sale in-front of everyone your sale will not have the success that you want.



If you are primarily using emails be sure to follow up if you don't get answers back. Don't assume the email was seen.

SHARE A TOP SELLERS PRIZE VALUES

BARRETT – TOTAL SALE \$6500

Free Week of Camp - \$185

PS4 Pro - \$350

Eddie Bauer Backpack - \$48

Scholarship - \$390

Hershey Park Ticket with Food - \$55

Hershey Bears Game with Food - \$30

Penn Cinema Movie with Refreshments - \$20

Sky Zone Outing - \$18

Unit prizes at Pack - \$35

Pack incentives: Scout Acct. - \$1008

Amount that came directly back to Barrett \$2139

SHARE A TOP SELLERS PRIZE VALUES

RILEY – TOTAL SALE \$2185

Inflatable Hammock - \$30

Sweatshirt- \$20

Scholarship - \$131

Hershey Park Ticket with Food - \$55

Hershey Bears Game with Food - \$30

Penn Cinema Movie with Refreshments - \$20

Sky Zone Outing - \$18

Unit prizes at Pack - \$20

Pack incentives: Scout Acct. - \$318

Amount that came directly back to Riley \$642

Amount that came back to the family - \$2781



Key Points

You are not selling Popcorn – You are Selling Scouting!!!

Make this a big point when informing parents about the sale

Repeat this point weekly during the sale

SELLING BY THE SCOUT LAW

We are selling Scouting – Not expensive Popcorn and Nuts

What does participating in the sale teach Scouts?

- Goal Setting
- Public Speaking
- Money Management
- The ability to handle both success and rejection
- The opportunity to persevere through adversity

Look at reviewing the Scout Law weekly in Den or Patrol meetings to teach the youth

HOW THE SCOUT LAW APPLIES TO THE PRODUCT SALE

TRUSTWORTHY – Let the youth handle the money. This not only looks good, but installs a feeling of trust for both the buyer and the child

LOYAL – Door to door sales are very good for building customer loyalty. Some youth build relationships with their customers, who look forward to seeing the same faces year after year, (but if a youth leaves scouting be sure that their old customers are covered. After all they may be expecting someone to approach them)

HELPFUL – If selling out side of stores youth can help return carts, or bring up papers if selling door-to-door

HOW THE SCOUT LAW APPLIES TO THE PRODUCT SALE

FRIENDLY - This one is SO important. The way your scout smiles or doesn't will set the whole tone of the rest of that conversation.

COURTEOUS – Huge item. There are many instances of a customer originally saying no, the Scout then thanking them anyway and the customer changing their mind. Why, because the scout was still courteous even though originally rejected

KIND – Many of our supporters have stories and love to share them. Sometimes the most important part of selling is listening. Don't sell an unwanted product, but be able to offer alternatives

HOW THE SCOUT LAW APPLIES TO THE PRODUCT SALE

OBEDIENT – The definition of obedience is to be submissive to another persons will. Sometimes people say no thank you and you need to listen. This is a great point in teaching a child how to handle rejection. Not everyone can afford or wants to support Scouting, but be “Kind”

CHEERFUL – Not a single person wants to support a miserable child. Keep your Scouts in a cheerful spirit, or you won't be able to sell. Teach your Scouts not only to smile, but to mean it

HOW THE SCOUT LAW APPLIES TO THE PRODUCT SALE

THRIFTY – Popcorn is expensive, but remember we are not selling popcorn, we are selling Scouting. This means teaching a Scout to Pay their Way. In some units boys write a personal thank you stating what the customers support helped them to accomplish

BRAVE – Approaching someone you don't know and asking for their support for your cause requires bravery. This is especially true for children. Participating in the sale can be a wonderful experience for a child and you can be amazed at the growth even from the start to the end of the sale

HOW THE SCOUT LAW APPLIES TO THE PRODUCT SALE

CLEAN – You will want to make sure the uniform, always sell in class A, is clean. That face and hands are clean, teeth brushed and hair combed. And if selling at a store front be sure to leave your area cleaner than when you found it. Ask to borrow a broom, all trash picked up, etc.

REVERENT – Part of being reverent is respecting the beliefs of other people. Not everyone loves Scouting as much as we do, but respect their opinion and do not spark a debate

OTHER THINGS TO REMEMBER

Be prepared – make sure you have enough product at your Show and Sell locations and ways to get more if needed

Do your best - Not only youth, but Kernels and Units too!

Keep your cool – don't get dragged into arguments regarding BSA policies. If you see a Scout being dragged into an argument with an adult deflect away from the Scout

Talk to your youth in the unit at least weekly, see how they are doing, share successes, Keep their enthusiasm up

Keep in contact with your families

Thank You
&
Let's have a great
Adventure

