

Jumpin' Joe's Jammin' Popcorn Sales Tips

Sign your unit up to sell; If you have not already done so be sure to sign your unit up to sell. Units who sign up by June 1st will receive a special recognition. For every unit who signs up prior to June 1st they will receive a free case of Summer Roasted Popping Corn at the Show and Sell pickup, or if your unit is not doing Show and Sell, make arrangements with your DE or District Kernel to pick up your gift. If you are unsure who your Kernel will be for 2020, you can still commit, and then later change it to your new kernel. The commitment form is active and on the Council Website under Fall Fundraiser on the main page. Click on the blue button titled "Commit your unit to the Product Sale." All correspondence will be conducted with your Kernel of record, so if you do change your Kernel be sure to let us know.

Sale period; Every year we are asked when can my unit begin to sell? Most people think it is September 1st. Not true. You may start selling as soon as you get the order forms into the hands of your unit youth. We will offer our special Sales Training July 8th and our Kickoff July 22nd. The Show and Sell Order is due by August 3rd and we plan to have the site open a week prior. Product pickup for Show and Sell will be August 28th. Returns are scheduled for October 18th and 19th. Sales are to end by October 21st. Prize orders and incentives are due November 1st. Take Order Pickup will be November 13th. Monies are due to the council office by November 25th. January 3rd is our scheduled celebration. **Due to the ongoing situation all these dates are variable.** For a printable version of this calendar please visit the council website, under Fall Product Sale.

How will you participate; There are three main types of sales. Take Order is where your youth go door to door and get the orders to be turned in and delivered later. We recommend that money be collected when the order is placed, this helps to prevent people ordering corn and then changing their minds. Be sure that the customer knows when they can expect the corn to be delivered. The second type of sale is Show and Sell. This may either be done at store fronts or door-to-door bringing the product with you, so you will not need to come back *be aware that not all product is available for Show and Sell. Any candy product will only be delivered as part of the Take Order Order. Finally, the last type of sale uses the Camp Masters system and is done as online purchases. There is no delivery, Camp Masters does that for you. It also allows your youth to sell outside of the area. The Online sales are dramatically growing and we recommend that you make sure your Scouts know how to use the system. Also, older Scouts who feel they have lost the cuteness factor can still do very well posting pictures and their dreams of how the funds will be used to further their Scouting Adventure.

Special Sales Training; Through our partnership with Camp Masters we are able to offer our units a special training that will build your sales potential for the fall. On July 8th at 7:00 there will be a special sales training for all units. This training will be held at Melhorn Manor, 977 West Main Street, Mount Joy, PA 17552. Michael Beck, Director of Sales for 20th Century Fox, a Consultant to Spelling Entertainment Group, CEO/President of Classic Plastic Inc. & Imajico Inc., and Director of Sales for Elkton Sparkler Company – Nitro Fireworks, will be teaching a master's Class in Sales. He will show you how in one weekend you can raise \$3,000 in sales. He has worked with Camp Masters to develop a program for use as a preferred sales method. While it is focused on Show and Sell, the techniques he teaches can just as easily be used in Show and Deliver and Take Order, as well as other Product Sales you may do. The presentation will be approximately an hour and a half. It is geared towards adults, unit leaders and unit kernels as a train-the-trainer program. We are limiting this training to the first 150 who sign up for the course. If you are unable to make our training, you may also attend the Hawk Mountain Council training on July 7th or New Birth of Freedom Council training on July 9th. Please contact either council for registration information. Whether this is your first sale or your 20th you will find a great takeaway in his presentation. We hope to see you there.

No Prize Option; Back by popular demand we will again be offering a no prize option to units. This will allow you to get an extra 2% on your sale and replaces the Prizemania system. There will still be the Bronze, Silver and Gold Above and Beyond commissions as well. We strongly recommend that Cub Packs use the Prizemania system, because many younger Scouts like to shoot for the goals on the Prize Flyer. You will need to decide if

you wish to take the “No Prize Option” before the Show and Sell Order is placed. All your Scouts will still be eligible for the council prizes.

Past Issues; Missed a “Jumpin’ Joe’s Jammin’ Popcorn Sales Tips” or accidentally deleted it. Don’t worry. There is an archive of past issues on the Council Website. Just go to <http://padutchbsa.org/popcorn/whats-poppin/>, look at the menu on the left hand side and click on “What’s Poppin’/Jumpin’ Joe’s,” and pick the issue you are looking for.