

Jumpin' Joes Jammin' Popcorn Sales Tips

2020 Special Considerations: With the spread of Covid 19 and the current guidelines in place we know this may be a very challenging sale, please bear with us. While we are working on the plan for the coming sale things are changing quickly. **Be advised that the plan we are currently setting out is subject to change.** Few things at this point are written in Stone. We have our original plan. We are working on a backup plan and we will be planning a second backup. None of us know what the Fall will bring. We recognize that everyone is figuring out what changes are to come and what will remain the same. Will Stores allow Show and Sells? What rules may be in place for going Door to Door?

We will communicate new information as it is approved and do our best to have as few changes as possible. The "What's Poppin'" Newsletter will be the primary form of information sharing during the sale, so be sure to read your communications. **The Covid 19 Pandemic has produced new challenges** for the product sale, we have put together a plan that hopefully is fair to both the unit and the Pennsylvania Dutch Council. **Our goal is to give the Scouts the best opportunity to raise funds for their scouting experiences, their unit programs and the Pennsylvania Dutch Council;** while providing a safe sale for your Scouts and Families.

Popcorn Celebration for 2020: Even if your unit selects the No Prize option in the 2020 sale, your youth are still eligible for the Council Prizes. As in the past we will be having a special screening for everyone who achieves \$1,000.00 or more in sales at our Popcorn Celebration. The movie this year will be "The Croods 2" to be seen at Penn Cinema. The date for the event is Sunday, January 3rd.

Early Signup Recognition: For every unit who signs up for the sale by **June 1st, 2020** and attends the Leader Training on **July 22nd**, the unit will receive a 1% bonus to their commission. Additionally, each unit will receive a free case of Summer Roasted Popping Corn. So, if you haven't registered yet, what are you waiting for? Go to the council website, and under Popcorn sale click on the big blue button that says **Commit your Unit to the Product Sale** and join the 30 units who have already registered.

Fall Product Sale commissions explained: We are trying some brand new ideas for our 2020 commissions.

Seller Level (31% Commission): Simple. Participate in the sale!

Early Registration Bonus (1% Commission): Simple. Register your unit to participate by June 1 and have a leader at the Leader Training **July 22nd**.

Small Return Bonus (1% Commission): Return 25% or Less of Total Show and Sell Order. This includes all product picked up after your initial order.

Select No Prize Option (2% Commission): Select the no Prize option for your unit. We suggest that units with younger members use the Prizemaina system. Many younger scouts need a visible goal which the prize sheet provides.

"Above and Beyond" Bronze, Silver and Gold commissions still exist.

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| Bronze Level (34% Commission): | Step 1: Register to participate prior to June 1 and |
| (36% with "no prize" option) | attend the leader training on July 22nd |

Step 2: Have No Returns
Step 3: Increase your overall sale over 2019
Step 4: Sell over \$3,500

**Silver Level (35% Commission):
(37% with no prize option)**

Step 1: Register to participate prior to **June 1** and
attend the leader training on **July 22nd**
Step 2: Have No Returns
Step 3: Increase your overall sale by 15% over 2019
Step 4: Sell over \$5,000
Or: Automatically qualify by selling \$12,000 or more

**Gold Level (38% Commission):
(40% with no prize option)**

Step 1: Register to participate prior to **June 1** and
attend the leader training on **July 22nd**
Step 2: Have No Returns
Step 3: Increase your overall sale by 25% over 2019
Step 4: Sell over \$10,000
Or: Automatically qualify by selling \$20,000 or more

Special Sales Training; Through our partnership with Camp Masters we are offering our units a special training at 7:00 p.m. on July 8th at Melhorn Manor that will build your sales potential for the fall. The training will be led by Michael Beck. Michael has been 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. Michael is the parent of 2 Scouts as well as a Merit Badge Counselor.

Michael will be teaching a Master Class in Sales. He will show you how in one weekend you can raise \$3,000 in sales. Michael's training applies to all Product Sales. He has worked with Camp Masters to develop a program for use as a preferred sales method. 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. This training is limited to the first 150 who register.

We are very excited to have Michael with us and hope you will join us. Whether this is your first sale or your 20th you will find a great takeaway in his presentation. Not able to make our training, you can attend the Hawk Mountain Council training on July 7th or the New Birth of Freedom Council training on July 9th. We hope to see you there.