

Jumpin' Joe's 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 preparing the plan for the coming sale, the “new normal” is changing daily. **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.

Early Sale: How soon can your unit begin to sell? Most people think that you are unable to sell until you have picked up your Show and Sell order August 28th. **The sale begins August 1st.** One way to increase your sales is to start doing take orders as soon as your youth have their order forms. We plan for the order forms to go in the mail the week of July 13th. Depending on your post office it may take a little longer to receive. We will also have additional forms in your packets at the Kernel Training **July 22nd**. Have your youth start taking orders. You will want them to only take orders initially for the Show and Sell product, (NO CANDY ITEMS), then in September start taking all orders.

The reason we don’t offer the entire product line through the entire sale is our suppliers will not ship the candy product during the hotter months due to possible damage and melting. Any candy products ordered in August, will not be delivered until November over 3 months later, so coach your youth to make sure their customers know the candy products won’t be received until November. One other great tip is when delivering the early Take Order, attach the Thank You form that is available from the council office, this will give you the opportunity to get a second order when they finish off the first.

Additional Information: Thank you to everyone that completed your registration and committed to the 2020 Fall Product Sale through the Camp Masters System. For everyone who signed up prior to June 1, you will soon be receiving a free case of Summer Roasted Corn. This is yours to use however you would like. Some suggestions are to give as gifts or promotions, samples, or sell it; the choice is up to you.

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 help 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.

Fall Sale Kickoff: We will be having our kickoff for the Fall Product Sale at 7:00 Wed. **July 22nd** at Melhorn Manner, 977 West Main Street, Mount Joy, PA 17552. Packets and forms will be available. That night we will go over the new systems, timelines and policies regarding the Fall Sale. Products will be reviewed as well as commissions and incentives. We will also have door prizes, but you must be present to win. We look forward to you being a part of the sale this year and helping you to make this your best sale ever! Should Social Distancing procedures still be in place, please check your “What’s Poppin’” for our training alternatives. If you have any questions be sure to ask your DE or District Kernel.

“What’s Poppin’”: We hope you enjoyed Jumpin’ Joe’s Jammin’ Popcorn Sales Tips. This will be our last issue as we start to enter the popcorn season and transition to What’s Poppin’. What’s Poppin’ will be published on a bimonthly basis starting in June and through the month of October. It is designed to give you information you need to know during the sale. What’s Poppin’ is primarily designed for unit Kernels, but if you have other unit members that would like to receive it contact Robin at Robin.Kotzmoyer@scouting.org.