

COMMISSION & PRIZE OPTIONS

Units have a choice to use the Keller Marketing incentive prize program or to opt out of the prize program to earn a higher commission.

Option 1 – The unit chooses to use the prize incentive option.

- a. The unit receives a **commission of 31%** with the prize option.
- b. Keller Marketing is offering a 14-level prize selection. The incentive prizes on the Keller Marketing flyer are chosen based on the total popcorn and nut sales for the Scout. (Show & Sell sales + Take Order Sales + Online sales)
- c. At the end of the sale, the unit representative orders the appropriate prizes through the Pecatonica River system.
- d. In addition to the incentive prizes offered by Keller Marketing, Pecatonica River is offering Winner's Circle prizes for those Scouts who sell more than \$2,500.00 in popcorn. Winner's Circle prizes are based solely on popcorn sales. (Show & Sell sales + Take Order Sales + Online sales) Winner's Circle prizes are ordered through the Pecatonica River system. Scouts can choose 1 Winner's Circle prize for each \$2,500.00 in popcorn sales. (\$5,000.00 = 2 prizes)
- e. **Military Pin** – For any Scout who sells at least one Military Donation, the unit representative can order pins under the Pecatonica River system, to recognize those Scouts.
- f. **Top Salesmen** – For the top three sellers in your unit, the unit representative can order pins under the Pecatonica River system to recognize those Scouts.
- g. **Online Sales** – For those who have sold through online sales, the unit representative can order pins under the Pecatonica River system to recognize those Scouts.

Option 2 – The unit chooses the no prize option.

- a. The unit receives a **commission of 34%** with the no prize option.
- b. Pecatonica River is offering Winner's Circle prizes for those Scouts who sell more than \$2,500.00. Winner's Circle prizes are based solely on popcorn sales. (Show & Sell sales + Take Order Sales + Online sales) Winner's Circle prizes are ordered through the Pecatonica River system. Scouts can choose 1 Winner's Circle prize for each \$2,500.00 in popcorn sales. (\$5,000.00 = 2 prizes)
- c. The Winner's Circle incentive includes Scouts of units who choose the no prize option.

Online Sales Commission (Applies to both options 1 and 2)

All online popcorn and nut sales are under a different commission structure. Any sale placed online, regardless of the prize option, generates a **commission of 30%**.

Top Salesman – The Pennsylvania Dutch Council is interested in recognizing your top sellers. Complete the Email Me form – “Unit Top Salesman Report” – on the Council website to report your unit's top sellers to Council.

Incentive prizes ordered through the Pecatonica River system will be delivered directly to the unit representative.

