



Trail's End™

SCOUT PARENT GUIDE

2023 Popcorn Sale

Sale Begins

Popcorn Pickup

Money Turn In Date

Sale Ends

Unit Sales Goal

Individual Sale Goal

Rewards Points Goal

By Reaching My Goal, I Will Receive:

My Popcorn Kernel Can Be Reached At:

TIPS FOR SELLING

Help Your Future Leaders Succeed!

- 🕒 Introduce yourself (first name only), where you are from, what you are doing, and close the sale
"Hi, my name is (name) and I am from (local Unit). I'm earning my way to Summer Camp. Can I count on your support?"
- 🕒 Encourage credit sales for higher Reward points
"I earn more points when you pay with a credit card."
- 🕒 Wear your Class A uniform and always say
"Thank You."
- 🕒 Always have an adult present
- 🕒 Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- 🕒 Wagon Sales: Never enter anyone's home
- 🕒 Find repeat customers by checking your Trail's End App order history

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH in person and online average 90% MORE than Scouts that sell only in person, and 5X MORE than those that sell only online!

- 🕒 **Online Direct:** Sell online & ship directly to customers
- 🕒 **Storefront Sales:** Leverage high foot traffic locations reserved by your Unit Leader
Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!
- 🕒 **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)
Did You Know? 2 out of 3 people will buy when asked at their door.

TRAIL'S END APP

- 🕒 Record all sales, Sign up for storefront shifts, redeem reward e-Gift cards, pay your Unit Leader via credit (Wagon only), and review training material



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



NEW TO THE TRAIL'S END APP? DOWNLOAD THE GUIDE NOW!

bit.ly/Scout-App-Guide

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD
CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE EASIER!

trails-end.com/rewards

*Based on average Council program. May vary in your Council.

POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

RESOURCES



SEE WHAT OTHERS ARE SHARING & SAYING NOW!

facebook.com/groups/TEScoutParents

Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!



NEVER MISS A SALE. LEAVE BEHIND A DOOR HANGER!

bit.ly/Door-Sign



LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!

bit.ly/We-Prefer-Credit