**Popcorn Sales Methods**

**Show-N-Sell (SNS)**

Unit orders product up front and set up in front of busy storefronts and events.

1. Secure locations prior to the sale by asking the store manager for permission.
2. Work in shifts. Do not have the entire unit attend all at one time.
3. Do not block the store’s entrance.
4. Be sure to leave the location clean.
5. Set up a display of the products with signs stating who you are and why you are selling.
6. Keep a tally sheet for each shift
7. Left over product is used to fulfill Take Order needs. All full cases maybe returned, no later than October 18.

***Advantage: Selling in a group with leaders is a good training ground for Scouts.***

**Take Order (TO)**

Scouts go door to door with their popcorn brochure. Customers write their order on the form. Scout delivers product in a few weeks.

1. Set up territory within your unit’s area.
2. Predetermine when orders and money are due to you popcorn kernel.
3. Have a parent accompany each Scout.
4. If Scouts are selling in teams, predetermine prior to ringing the doorbell which Scout will potentially receive the sale.
5. Only 18 percent of American households have been called on to buy popcorn.

**Advantage: High dollar sales per customer and only order what your Scouts sell. No upfront product ordering, order only the exact quantities sold by your Scouts.**

**Take & Sell (TNS)**

Take and Sell is similar to Take Order, except scouts have most of the popcorn products to sell immediately. Money is collected and popcorn delivered the first time. Scouts who would like to do show and deliver should inform their den leader of unit popcorn kernel. Unit popcorn kernel may pick up Take-N-Sell popcorn Friday, September 6 with unit’s Show-N-Sell order.

***Advantage:******High dollar* *sales per customer and only 1 visit per customer. Reduces time spent delivering.***

**Online Sales**

Scouts set up their own personal account at <http://sell.trails-end.com> . Scouts can sell Trail’s End popcorn online year-round to family and friends at <http://www.trails-end.com>. Scouts can send personal emails to potential customers and the system keeps track of sales. Trail’s End ships the product directly to the customer. Go to scouts.trails-end.com to set up a Scout account, today.

***Advantage: Allows Scouts to sell to friends and family who live out of state. Also allows for repeat purchases year round. No extra work for Unit Kernels.***

**Sell at Work**

1. Parent takes copy of the popcorn brochure order to work. Co-workers write their order on the order form. Order forms and money are due to unit Popcorn Kernel in along Take Orders in mid-October. Parents deliver and collect the money at work.
2. Parents consider conducting a Show-N-Sale right at your desk or other areas of work. Please remember to seek the permission of your superiors prior to setting up.

***Advantages:*** ***Increased Sales Dollars for the Scout that results in a lower cost for your Scouting Program***