NEW POPCORN KERNEL WEBINAR

July 13th, 2019
Agenda

• Why do we sell?
• Timeline
• Booking Storefronts
• Popcorn Ordering
• The Kickoff Meeting
• Executing the Sale
• The Trail’s End App
• Support
WHY DO WE SELL?
Character Development

- Learning to Preserve
  - Scouts learn to overcome obstacles
  - Develop a strong work ethic
  - Learn sales skills
  - Improve verbal communication
A Scout Earns Their Own Way

• A Fundamental Part of the Program
  o Develop a sense of accomplishment
  o Eliminate financial obstacles for families
  o Scout’s don’t rely on parent funding
  o Supporting something bigger than ourselves
Ideal Year of Scouting

• Operate with Excellence
  o Plan your ideal year of scouting
  o Calculate total cost
  o Calculate per-scout sales goal
    o Cover all program costs
    o No dues and no fees!
  o Many activities each year
  o High-quality equipment for scouts
A Lifetime of Memories
Something Bigger Than Ourselves

- Supporting Council
  - Quality scout camps and programs are essential to scouting
  - Great training courses are important for scout leaders
  - Council mentoring, admin., and guidance are necessary
  - None of these things happen if we do not support our council
  - We are all in the same boat
  - Without our support, there is no council
  - Without council’s support, there is no scouting
We Move Forward Together

• Why it worked for us
  o Scalable – more scouts, more shifts
  o One scout per two-hour shift
  o $200 per shift average
  o Maximizes sales per scout hour
  o Train scouts and parents
  o Presentation matters
Teamwork Development

• Learning to work together
  o Teamwork is a core value of scouting
  o Leadership opportunities for older scouts
  o Helping other scouts reach their goals
  o Parent volunteers learning to be leaders
Support Our Troops

• Trail’s End Military Donations
  o Help support the troops
  o Provide a non-product option for the customer
  o Help scouts to understand duty to country
  o Scouts can say thank you for your service
Recruiting At The Tables

- Recruiting
  - Popcorn table is a natural place to recruit
  - Scouts can recruit new scouts
  - Have flyers ready with exciting information
  - Have interest lists so you can follow up
  - Get a dual benefit during the popcorn sale
Timeline

- High-level timeline of events
  - Three months before start of sales
    - Assemble Team
    - Determine Sales Goal
  - Two months before start of sales
    - Schedule storefronts
    - Ready/order equipment (tables, coolers, etc.)
  - One month before start of sales
    - Order popcorn
    - Hold kickoff
    - Conduct training
BOOKING STOREFRONTS
Booking Storefronts

- Determine Unit Sales Goal
- Determine per scout sales goal
- Determine number of two-hour shifts
- Council scheduling
  - Contact council with what you need
- Scheduling on your own
  - Determine number of shifts each store will yield
  - Contact stores and book the time you need
POPCORN ORDERING
Popcorn Ordering

- Before placing your order
  - Determine your unit sales goal
    - Ideal year of scouting
  - Determine your product mix
    - Past unit data
    - Other units
    - District Kernel
  - Contact your council to determine payment requirements and popcorn pickup date
Popcorn Ordering

• Unit homepage -> click the Order Popcorn button. This will take you to the New Unit Order screen

• Verify that the correct campaign is set (defaults to the current year)

• Select the appropriate order from the “Choose Delivery” dropdown box to populate the product ordering rows.

• Use the Order Adj column to enter and/or adjust the order quantities (use positive or negative integers to adjust)

• Click Submit to send your order to your Council for approval, or click Save to hold your quantities to be submitted at a later time.

• Council Order column reflects your final order quantity to your Council.

Place holder – want/need pic of the popcorn ordering website. Need the URL too.
THE KICKOFF MEETING
The Kickoff Meeting

- Key opportunity to do the following:
  - Motivate the unit (parents and scouts)
    - Every scout sells
    - Scouts set a goal
    - Bigger Prizes
  - Obtain buy in from the parents
    - Scouts personal growth
    - Scout rewards
  - Provide info to your unit
  - Have fun!
The Kickoff Meeting

• Gathering – parents and scouts
  o Prizes, incentives, and IYOS
  o Fire them up!

• Games - scouts
  o Scouts outside – popcorn games
  o Hard-copies of the prize sheets

• The numbers - parents
  o IYOS – sell them on the dream
  o Talk shifts – not dollars

• Pie face – parents and scouts
  o Top Seller Pledge
EXECUTING THE SALE
Before the Sale

• Training
  o Know the product & sales pitch
  o Practice, practice, practice

• Tools
  o Know how to use the app and portal
  o Practice, practice, practice

• Parent and scout are a team!
  o Parents, motivate the scouts
  o Work up a routine
  o Practice, practice, practice
Executing the Sale

• Presentation
  o Clean and organized table
  o Class A uniforms

• The Sale
  o Presence – eye contact, volume, body blocking
  o “Would you like to fund my scouting adventures?”
  o You are selling scouting not popcorn!
  o Be prepared to engage with the customers – not just sell
  o Be prepared to suggest items – your favorite, military donation
  o Be polite - always say thank you – even if they do not purchase
After the Sale

• Teamwork
  o Keep the scouts motivated
  o Offer feedback to your scout
  o Don’t be afraid to refine the sales pitch
  o Incentives -- ‘Skittles’
  o Focused and fun
THE TRAIL’S END APP
The Trail’s End App

• What is the Trail’s End App?
  o Mobile app for Scouts to...
    o Track and report real-time storefront, wagon, and online sales
    o Accept cash and credit card payments
    o Track inventory by Scout and storefront
    o Schedule Scouts for storefronts

• Proven Test Results
  o In 2018 191 units / 2,300+ Scouts sold $1.9 million
  o Grew sales by 26%
The Trail’s End App

• Benefits for Units:
  o **NO CREDIT CARD FEES** (paid by council & TE) – powered by Square.
  o Compatible with your Square readers.
  o For every $5,000+ a unit sold in 2018 – 1 reader.
  o For every $10,000+ a unit sold in 2018 – 5 readers.
  o Automatically communicates and tracks sales for Scout Rewards.

• Benefits for Scouts:
  o Every scout can process credit card sales (20% higher versus cash).
  o One square reader for every scout who sold $2,500+ in 2018
The Trail’s End App – Overview

Point of Sale
- Wagon Sale
  - Add Products
    - Caramel Popcorn $1.00
    - White Cheddar Cheese Popcorn $2.00
    - Premium Caramel Corn w/ Nuts $2.00
    - 1lb Unbelievable Butter Microwave $2.00
    - Chocotasty Caramel Crunch $2.00
    - Cheesy Lover’s Box $2.00
    - Chocolate Lover’s Tin $1.00
    - Silver Level Military Donation $1.00
    - Gold Level Military Donation $1.00
    - Misc. Military Donation $1.00
  - View Order Summary

Payment
- Take $40 Payment
  - Payment Type
    - Credit/Debit Card
    - Cash
  - Apple Pay
  - Google Pay

Scheduling
- My Shifts
- Today
- Upcoming
  - Hide Full Shifts
  - Hide Past Shifts

Sales Tracking
- Your Goal: $1,000
  - Total Sales
    - Wagon $200 40%
    - Storefront $200 40%
    - Online $100 20%
  - Storefront Shifts
    - Kroger 96th Street
      - Date: 10/4/19
      - Time: 9:00am
      - Location: Kroger
    - Kroger 96th Street
      - Date: 10/7/19
      - Time: 5:00pm
      - Location: Kroger
- Share Page
- Back to Storefront Shift
The Trail’s End App – Learning More

• Trail’s End App focused webinars are being held (see schedule below)
• Each webinar is one-hour in length and will include Q&A
• https://www.eventbrite.com/e/unit-leader-app-webinar-registration-60637144331

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SUPPORT
Support

- Trail’s End App Webinars
  - Thursday’s and Saturdays through September 12th
  - [https://www.eventbrite.com/e/unit-leader-app-webinar-registration-60637144331](https://www.eventbrite.com/e/unit-leader-app-webinar-registration-60637144331)

- Training - Leader and Scout
  - [https://www.trails-end.com/training-angular](https://www.trails-end.com/training-angular)

- Facebook group
  - [https://www.facebook.com/groups/TEPopcornCommunity/](https://www.facebook.com/groups/TEPopcornCommunity/)

- Customer Support Portal
  - [https://support.trails-end.com/support/home](https://support.trails-end.com/support/home)

- Frequently Asked Questions
  - [https://www.trails-end.com/faqs-angular](https://www.trails-end.com/faqs-angular)

You can always reach out to Support@Trail-End.com
QUESTIONS & ANSWERS
THANK YOU

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