



Gourmet popcorn

2015 SALE CALENDAR

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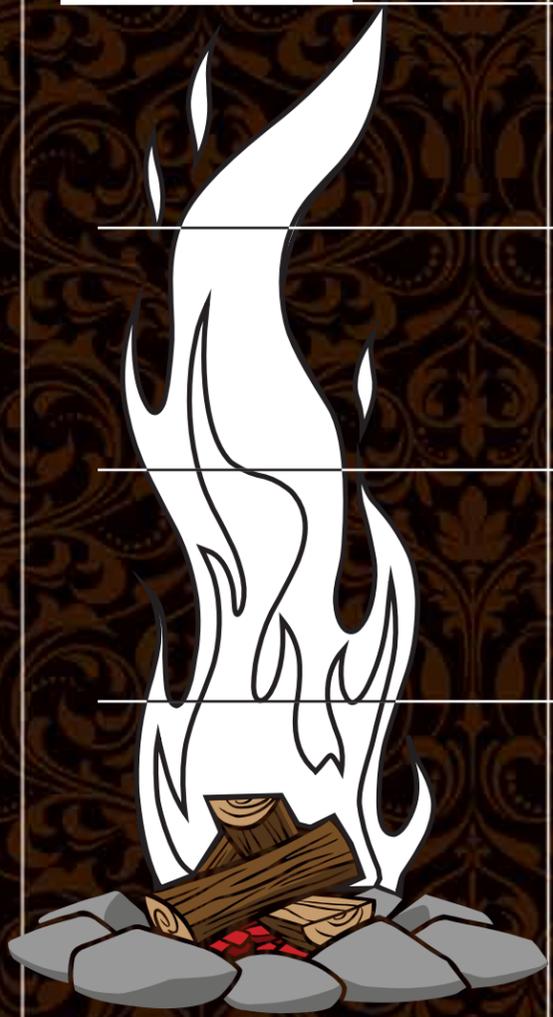
SET YOUR SALES GOAL

100%

75%

50%

25%



I am fundraising for:

Blank box for fundraising information.

AUGUST



SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

SEPTEMBER



SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER



SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER



SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- 1 Apply stickers to your sale **Start Date**, **End Date** and **Sell Days**.
- 2 Place calendar on your refrigerator or bulletin board.
- 3 Color in the flames as you reach your **Sales Goal**.

Top Selling Tips

- 1 **ALWAYS** wear your uniform.
- 2 **ALWAYS** smile and introduce yourself.
- 3 **ALWAYS** ask your customers if they want to support Scouting.
- 4 **KNOW** the popcorn flavors you are selling.
- 5 **ALWAYS** say "Thank You!".



How To Sell Trail's End Gourmet Popcorn

Take Order

Door-to-door selling with the take order form. Your customer chooses the product(s), and writes the order on your form. You will collect the money when you deliver the product to your customers a few weeks later.

- ✓ **Advantages:** Provides a personal connection with your customers. Higher dollars per customer than storefront sales.

Show and Deliver

Carry Trail's End products with you as you visit customers. The customer is able to purchase the products from you, and you collect the money right then and there.

- ✓ **Advantage:** No return trip required for product delivery and money collection.

Selling Online

You can send emails and text messages, as well as social media posts to your customers asking them to purchase Trail's End products online. They order products online and pay with a credit card, and Trail's End ships the products directly to your customers.

- ✓ **Advantages:** No product delivery or money collection. Ability to sell popcorn year-round and reach your friends and family who live far away.

Selling at Work

Parent and/or guardian takes an order form to their work place. Their co-workers write their order on the order form. Your parent and/or guardian delivers product and collects the money a few weeks later.

- ✓ **Advantages:** Expands your customer base, and offices often need snacks and gifts.

Show and Sell

Your unit gets permission to sell in front of a retail store or in the local mall. You set up a display with products for people to purchase as they walk by.

- ✓ **Advantages:** Gives you access to a large number of potential customers and promotes the Boy Scouts of America in the community.

Corporate Sale

This method is a best kept secret of popcorn top sellers, because local businesses in your community are great places to find support. Visit local businesses during business hours, and ask them to make a supporting purchase.

- ✓ **Advantages:** Gives you access to a large number of potential customers, and it is easy to return year after year.

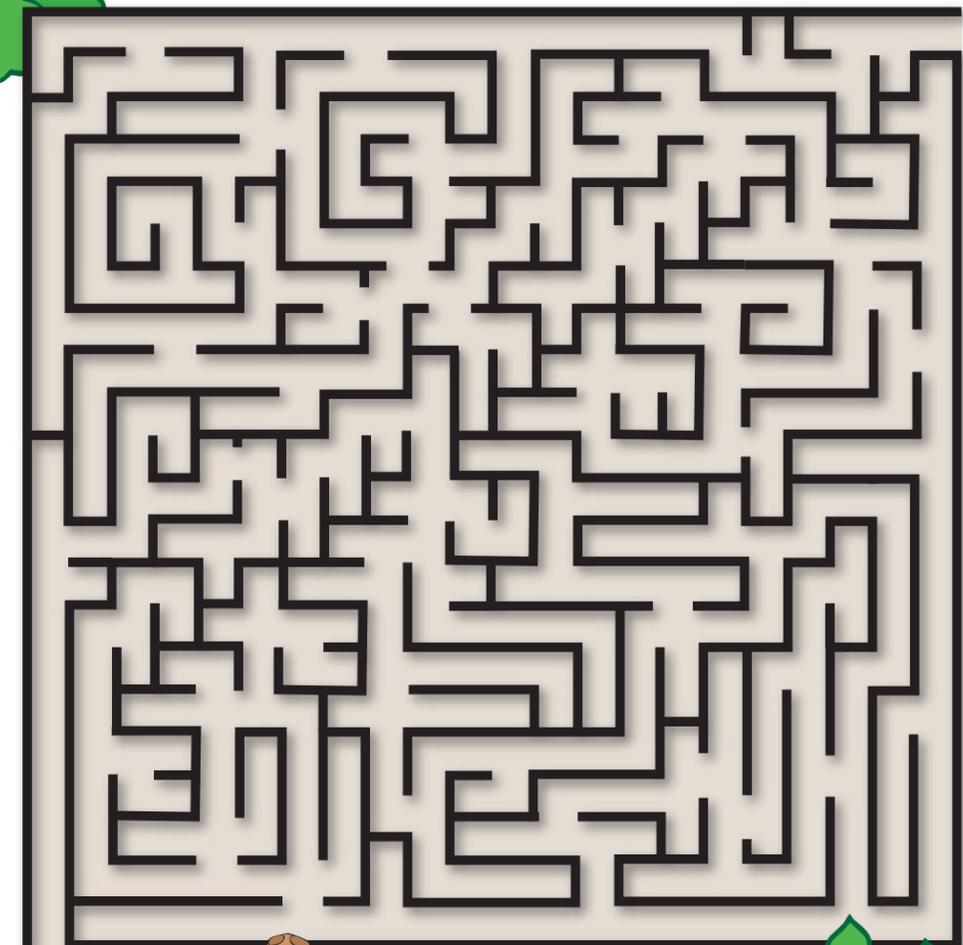


Earn a Scholarship Sell \$2500

6% of your total sales each year is invested in your own scholarship account!



Help the Scout find his way back to the campground in time for the campfire sing along.



Tweet @trailsendsnacks a picture of you and your stickered calendar!
#mypopcorncalendar