

# **2023 UNIT POPCORN GUIDE**



**Samoset Council  
Boy Scouts of America**

**Samoset.org | 715-355-1450 | support@samoset.org**

## TABLE OF CONTENTS

---

Unit Kernel Responsibilities....	2
2023 Product Mix....	3
Unit Commissions....	4
Online Sales....	5
Popcorn Prizes....	6-7
Product Pickup....	8
Paperwork & Payments....	9
Selling Methods....	10
Ways to Increase Your Sale....	11
Scout Safety & Selling Tips....	12

## KEY DATES

---

August 2 – Early Show & Sell Orders Due
August 15 & 17 – Program and Popcorn Kickoffs
August 23 – Show and Sell Orders Due
September 15 & 16 – Show and Sell Pickup
September 23 – Take Order Begins
October 22 – Popcorn Sale Ends
October 26 – Popcorn & Prize Orders Due
November 11 & 12 - Take Order Delivery Pickup
December 4 - Unit Popcorn Checks Cashed

## CONTACTS & HELP

---

For general popcorn questions:

- Visit our website at: [www.samoset.org/popcorn](http://www.samoset.org/popcorn) for popcorn resources and information.
- Call the Samoset Customer Support team at 715-355-1450 or email [support@samoset.org](mailto:support@samoset.org).
- Your district executive is also a resource; contact information is listed below.

Service Area / Units	District Executive	PHONE	EMAIL
Ahdawagam - 100s	Eathan Zimmerman	715-409-9028	Eathan.Zimmerman@samoset.org
Muskodany - 200s	Phoenix Bise	715-409-6487	Phoenix.Bise@samoset.org
Ojibwa - 300s	Phoenix Bise	715-409-6487	Phoenix.Bise@samoset.org
Rib Mountain - 400s	John Overland	715-490-2734	John.Overland@samoset.org
Northwoods - 500/600s	Kristin Tobin	715-574-2351	Kristin.Tobin@samoset.org

## ONLINE RESOURCES

---

There are many resources available on our website that expand on topics covered in this guide. Visit the Pecatonica River Popcorn site to place orders, sign up Scouts for online sales, and view historical unit information.

[Samoset.org/popcorn](http://Samoset.org/popcorn)  
[PecatonicaRiverPopcorn.com](http://PecatonicaRiverPopcorn.com)

# UNIT KERNEL RESPONSIBILITIES

---

1. Follow 2023 Popcorn Dates and schedule for unit leaders.
2. Attend the Council Popcorn Kickoff in your area to obtain sales materials, get trained, and answer your questions.
  - Stevens Point: August 15, 6pm, St Paul's United Methodist Church
  - Marshfield: August 17, 6pm, Columbia Park
  - WI Rapids: August 17, 6pm, First English Lutheran Church
  - Wausau: August 17, 6pm, Wausau Homes Scout Center
  - Tomahawk: August 17, 6pm, Packaging Corporation of America Training Facility
3. Attend a unit committee meeting to:
  - a. Set a unit sales goal striving to meet or exceed the unit program budget for the year and earn the highest possible commission percentage.
  - b. Involve parents and leaders to help each scout set a personal goal.
  - c. Promote participation in the sale.
  - d. Plan a unit kick off meeting in September.
  - e. Promote participation of "Fill it Up" incentive. Consider having a "Fill it up First" challenge.
4. Determine Show & Sell participation and opportunities. Two opportunities in 2023.
  - a. August 2: Orders due for pickup August 18. Distribution locations will be determined (and communicated) based on orders submitted.
  - b. August 23: Orders due for pickup September 15 & 16. Distribution locations will be determined (and communicated) based on orders submitted.
5. Tabulate your unit's order and submit to the Council Service Center. **Take-Orders & Prize** orders are due online **October 26, 2023**
6. Turn-in council forms (by email, or in person) by **October 26, 2023**
7. Coordinate pick up of your unit's popcorn from local distribution center.
  - a. Show and Sell pick-up details will be communicated by email.
  - b. Take-order pick-ups are available **November 11 & 12, 2023** by location schedule
  - c. Please bring a single unit check to pay for your popcorn at time of pickup. Checks can be postdated for the following dates:
    - For Show & Sell Orders: Cashed on October 17, 2023
    - For Take Orders: Cashed on December 4, 2023
8. If customers are paying by check - make sure they are made payable to your local Unit and NOT, the Council or BSA. (Know your chartered organization unit #, ex: Pack 123)
9. Recognize and thank all who helped in the sale (including store front locations).
10. Recognize the Scouts with prizes and awards.

# 2023 PECATONICA PRODUCT MIX

Product	Price	Items /Case	Packaging
Yellow Popping Corn (2 lbs.)	\$12	8:1	Bucket
Classic Caramel Corn (8 oz)	\$12	8:1	Bucket
Butter Microwave – 15 Pack (37.5 oz)	\$20	8:1	Box
Kettle Corn Microwave – 15 Pack (37.5 oz)	\$20	8:1	Box
Cheddar Cheese Corn (7 oz)	\$22	8:1	Bucket
Jalapeno Cheese Corn (7 oz)	\$22	8:1	Bucket
Kettle Corn (10 oz)	\$20	8:1	Bucket
Trail Mix (14oz) <i>New</i>	\$20	8:1	Tin
Sea Salt Splash (15 oz.)	\$25	8:1	Tin
Peanut Butter Cup (15 oz.)	\$25	8:1	Tin
Mud Puddles (15 oz.)	\$25	8:1	Tin
Caramel with Sea Salt (15 oz.)	\$30	8:1	Tin
Milk Chocolatey Pretzels (15 oz.)	\$30	8:1	Tin
Double Butter Microwave – 28 Pack (70 oz.)	\$35	1:1	Box
Classic Trio (19 oz.)	\$35	1:1	Tin
Cheese Lovers (20 oz.)	\$45	1:1	Tin
Chocolate Lovers (55 oz.)	\$55	1:1	Tin
Military Donation	\$25	1:1	-----

**Show & Sell Sale:** You must order product by the case so order amount you know you can sell.

**Take Order Sale:** You order product by containers needed.

 <p><b>YELLOW POPPING CORN</b> America's healthiest snack food in a re-sealable Adventure tub! Pops up tender for that fresh popcorn taste you're craving. Net Wt. 2 lbs. ▲ \$12 ☺ ☹</p>	 <p><b>CHEDDAR CHEESE</b> Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more. Net Wt. 7 oz. ● \$22 ☺</p>	 <p><b>MILK CHOCOLATY PRETZELS</b> If you like sweet and salty flavors, then you'll love these chocolatey covered pretzels! Net Wt. 15 oz. ☹ \$30</p>
 <p><b>CLASSIC CARAMEL CORN</b> Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget. Net Wt. 8 oz. ▲ \$12 ☺</p>	 <p><b>JALAPEÑO CHEESE</b> The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick. Net Wt. 7 oz. ■ \$22 ☺</p>	 <p><b>DOUBLE BUTTER MICROWAVE (28 PACK)</b> Bring the taste of the theater home with this buttery popcorn snack. Each package is bursting with twice the buttery flavor. Net Wt. 70 oz. DB \$35 ☺ ☹ D</p>
 <p><b>BUTTER MICROWAVE (15 PACK)</b> Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fats. Net Wt. 37.5 oz. ☺ \$20 ☺ ☹ D</p>	 <p><b>SEA SALT SPLASH</b> Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt. If you have never tried this combination, you don't know what you're missing. Net Wt. 15 oz. ▲ \$25 ☹</p>	 <p><b>CLASSIC TRIO</b> Everyone's favorite blend of sweet &amp; savory, a snack you won't be able to put down. Mix them together for a Chicago style treat, or enjoy them individually. <i>Caramel Corn, Cheddar Cheese, Natural</i> Net Wt. 19 oz. ☹ \$35 ☺</p>
 <p><b>KETTLE CORN MICROWAVE (15 PACK)</b> Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fats. Net Wt. 37.5 oz. ☹ \$20 ☺ ☹ D</p>	 <p><b>PEANUT BUTTER CUP</b> Two great flavors that taste great together. A melt in your mouth combination of milk chocolate &amp; peanut butter. Net Wt. 15 oz. ♥ \$25 ☹</p>	 <p><b>CHEESE LOVERS</b> Cheese, cheese, and more cheese! A combination that will satisfy any cheese lover's appetite. <i>Cheddar Cheese, Jalapeno Cheese, Buffalo Ranch, White Cheddar</i> Net Wt. 20 oz. ☹ \$45 ☺</p>
 <p><b>KETTLE CORN</b> Experience a tasteful treat, sure to satisfy your sweet and salty craving. Net Wt. 10 oz. ★ \$20 ☹</p>	 <p><b>MUD PUDDLES</b> A sweet combination of our buttery caramel corn &amp; crushed peanuts coated in rich creamy fudge. Net Wt. 15 oz. € \$25 ☹</p>	 <p><b>CHOCOLATE LOVERS</b> Our Chocolate Lovers tin features 5 sweet treats that you can't resist! <i>Milk Chocolatey Pretzels, White Chocolatey Pretzels, White Ruby, Peanut Butter Cup, Sea Salt Splash</i> Net Wt. 55 oz. ☹ \$55</p>
 <p><b>TRAIL MIX</b> <i>NEW!</i> This flavorful treat has roasted peanuts, raisins, butter toasted peanuts, chocolate candies, sunflower seeds, and almonds. Net Wt. 14 oz. ☹ \$20</p>	 <p><b>CARAMEL WITH SEA SALT</b> Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The crunchy, sweet, and salty combination will leave you wanting more. Net Wt. 15 oz. ◇ \$30 ☹</p>	 <p><b>MILITARY DONATION</b> Send the gift of popcorn to our military men &amp; women, their families and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery. ☹ \$25</p>

# UNIT COMMISSIONS

---

## PRIZE BROCHURE PROGRAM (option 1)

**30%**      **Base Commission – Prize Brochure Program** - Units who participate in this option will receive a Base Commission of 30% of their total sales. Example: If a unit sells \$1,000 then \$300 will go back to the unit.

**BONUS COMMISSIONS** – Your unit will receive additional accumulative Bonus Commissions for completion of the following requirements:

**+ 1%**      \* ***Participate in Show & Sell and order product by August 23.***  
(Minimum \$500 order needed to qualify)

**+ 1%**      \* ***Increase Unit Sales over 2022 by 10%***  
(Example: Unit who sold \$8,000 in 2021 will qualify if they sell \$8,800 in 2022)

---

**= 32%**      **Total Commission 32% (With PRIZES)**

The total commission a unit can earn is **32%** if a unit qualifies for **ALL** the bonus commissions and elects to order popcorn prizes.

## STRAIGHT COMMISSION (option 2)

**34%**      **Base Commission - Straight Commission Only Plan** – Units who participate in this option and elect not to take part in the national prize program (not order prizes) will receive a Base Commission of 34% of their total sales. Please note, all the youth in your unit will still qualify for the council's prize incentives.

**BONUS COMMISSIONS** – Your unit will receive additional accumulative Bonus Commissions for completion of the following requirements:

**+ 1%**      \* ***Participate in Show & Sell and order product by August 23.***  
(Minimum \$500 order needed to qualify)

**+ 1%**      \* ***Increase Unit Sales over 2022 by 10%***  
(Example: Unit who sold \$8,000 in 2021 will qualify if they sell \$8,800 in 2022)

---

**= 36%**      **Total Commission 36% (No PRIZES)**

The total commission a unit can earn is **36%** if a unit qualifies for **ALL** the bonus commissions and elects to **NOT** order popcorn prizes.

If your unit elects to do the Straight Commission Only Plan – your unit popcorn kernel must notify the Council no later than September 23, 2022.



# ONLINE SALES COMMISSIONS

Increase your profit through internet sales! Pecatonica River Popcorn gives you the ability to sell to relatives and friends via the internet! Reaching sales goals are that much more attainable as you are no longer confined geographically. The product line up is different as the online sale is marketed for the whole country not our individual council.

Customers can order using an emailed link or by going to the site and searching the Scouts name.

## PRPopcornSore.com

>>> Open August 1 – November 20 <<<

YOU HAVE NOT SELECTED A SCOUT YET - [CLICK TO SEARCH BY NAME, COUNCIL, OR UNIT](#)

PECATONICA RIVER POPCORN™

HOME OUR STORY NUTRITIONAL INFORMATION CONTACT

### SUPPORTING US IS EASY...

STEP 1  
SHOP DELICIOUS  
PRODUCTS

STEP 2  
ENTER YOUR SELLER'S ID  
AT CHECKOUT

STEP 3  
TAKE JOY IN  
MAKING A DIFFERENCE

**Trustworthy Duo**  
Cheddar Cheese, Classic Caramel

**\$30.00**

+ Add to Cart

FREE SHIPPING

**Loyal Favorite**  
Butter Microwave

**\$30.00**

+ Add to Cart

FREE SHIPPING

**Friendly Bundle**  
Cheddar Cheese, Classic Caramel, Honey Roasted Peanuts

**\$35.00**

+ Add to Cart

FREE SHIPPING

## Online Sales Notes & Tips

- Units will receive same commission as they qualified for with either the **Prize Program** or **Straight Commission** for all online sales during the fall popcorn sale. Online sales commissions come from Pecatonica around the middle of December. Upon receipt, they are deposited into your unit Scout Shop account.
- Free Shipping!** No deliveries to worry about. All product ships directly from Pecatonica. Chocolate products will not ship until mid-fall 2023.
- All online sales count toward prize levels.**
  - Prizes through Keller Marketing – online sales count only from 9/24 – 10/23.
  - Pecatonica Winner's Circle Prizes only – online sales count until 11/20 closing date.

# POPCORN PRIZE PROGRAM

Prizes earned are based on *individual* Scout sales. No combining of sales with other Scouts. Each Scout is eligible to earn an individual prize of their choice from the sales level they achieve.

*Example: Scout sells \$450 worth of popcorn so they can choose one prize from that prize level **OR** they can choose a combination of prizes from lower levels, as long as the total prize value does not exceed the level achieved: Scout chooses one prize from the \$200 level and one prize from the 250 level = \$450 original sales achieved.*

Prizes will be shipped directly to the unit. Units will place their prize orders using the website below. **Prizes are released to ship as soon as the unit's final popcorn invoice is paid in full.** Scouts with online sales made between September 23 and October 22, 2023 will also be eligible for prize brochure prizes.

>>> Orders Due October 26, 2023 <<<  
KellerPrizeProgram.com (Council ID: 627SAM)

## Prize Brochure

**Samoyet Council Weston, WI**

Manufactured under license from the Boy Scouts of America. All rights reserved.

**LEVEL 8 - \$850**

- 28 - Hydration Pack - 2L
- 29 - 125-piece Tool Set
- 30 - Zing Bow w/ 4 Arrows
- 31 - 2-Person Waterproof Tent
- 32 - Grab Bag G

**LEVEL 7 - \$650**

- 23 - 80x80 Binocular w/ Case
- 24 - Telescope - 40X Magnification
- 25 - 5-in-1 Multi-Tool w/ Shovel & Ax
- 26 - One Person Pop w/ Syrup
- 27 - Grab Bag F

**LEVEL 6 - \$450**

- 18 - PlusPlus Saturn V Rocket
- 19 - 3pc Stainless Steel Mess Kit
- 20 - USS Recyclable Headlamp w/ Motion Activation
- 21 - Air Humer Zano Bow w/ 2 Zarts
- 22 - Grab Bag E

**LEVEL 5 - \$350**

- 13 - Zing Air ZooterBall
- 14 - Duncan Linsight Yo-Yo
- 15 - Lock Blade Knife w/ BSA® Branding
- 16 - Catapult Frame w/ Decorative Stickers
- 17 - Grab Bag D

**LEVEL 4 - \$250**

- 9 - Dry Bag - 5 liter - Teal
- 10 - Waboba Fly Pies 6" Silicone Flying Disc
- 11 - 4x30 Binocular
- 12 - Stuffed Animal w/ BSA® Branding

**LEVEL 3 - \$200**

- 5 - Knife, Fork, Spoon Combo w/ Bottle Opener
- 6 - Cinch Backpack w/ BSA® Branding
- 7 - Watch/Pedometer - Assorted Colors
- 8 - Watch/Pedometer - Assorted Colors

**LEVEL 2 - \$150**

- 1 - Fire Starter and Steel
- 2 - Carabiner w/ Strap & BSA Branding
- 3 - Compass Thermometer Whistle
- 4 - Pop Up Phone Stand Holder (Phone not included)

**LEVEL 1 - \$75**

- 1 - Fire Starter
- 2 - Carabiner w/ Strap & BSA® Branding
- 3 - Compass Thermometer Whistle
- 4 - Pop Up Phone Stand/Holder

## Prize Tally Sheet

**Prize Order Form Fall Product Sale 2023**

Price Ordering Website: [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com) Council ID: 627SAM

Council Name: **Samoyet Council** Unit Type: Pack / Troop / Crew / Post (circle one) Unit # \_\_\_\_\_

Council Headquarters City: **Weston, WI** Retail Sales Dollars \$ \_\_\_\_\_

District Name: \_\_\_\_\_ # of Scouts Selling \_\_\_\_\_

Shipping Address: \_\_\_\_\_ Mailing Address (if Different than Shipping Address): \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Street: \_\_\_\_\_ Street: \_\_\_\_\_

City: \_\_\_\_\_ Date: \_\_\_\_\_ Zip: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Description	Tally/Scout	Order	Description	Tally/Scout	Order
<b>Level 1 - Sell \$75</b>			<b>Level 8 - Sell \$850</b>		
1 Fire Starter			28 Hydration Pack - 2L		
2 Carabiner w/ Strap & BSA® Branding			29 125 Piece Tool Set w/ LED Flashlight & Case		
3 Compass Thermometer Whistle			30 Zing Assorted Bows		
4 Pop Up Phone Stand/Holder			31 2-Person Waterproof Tent		
<b>Level 2 - Sell \$150</b>			32 Grab Bag G		
1 Fire Starter			<b>Level 9 - Sell \$1,000</b>		
2 Carabiner w/ Strap & BSA® Branding			33 LEGO Batman - Batcycle		
3 Compass Thermometer Whistle			34 Swiss Army Fieldmaster Knife		
4 Pop Up Phone Stand/Holder			35 HEXBUG VEX Axis Motorized Robotic Arm		
<b>Level 3 - Sell \$200</b>			<b>Level 10 - Sell \$1,500</b>		
5 Knife/Fork/Spoon Combo w/ Bottle Opener			36 HEXBUG HEXAROB Pro Series Elite		
6 Cinch Backpack w/ BSA® Branding			37 LEGO Harry Potter Hogwarts Magical Trunk		
7 Watch/Pedometer - Assorted Colors			38 North Face Stewart Backpack		
8 Watch/Pedometer - Assorted Colors			<b>Level 11 - Sell \$2,200</b>		
<b>Level 4 - Sell \$250</b>			39 LEGO Disney Alien's Underwater Palace		
9 Dry Bag - 5 liter - w/ BSA® Branding - Teal			40 Skull Candy Wireless Bluetooth Earbuds		
10 Waboba Fly Pies 6" Silicone Flying Disc			41 Foldable Drone		
11 4x30 Binoculars			<b>Level 12 - Sell \$3,000</b>		
12 Stuffed Animal w/ BSA® Branding - Polar Bear			42 Camera OTM High Speed Showdown		
<b>Level 5 - Sell \$350</b>			43 LEGO Technic 2022 Ford GT		
13 Zing Air ZooterBall			44 Coleman 4-Person Tent		
14 Duncan Linsight Yo-Yo			<b>Level 13 - Sell \$4,000</b>		
15 Lock Blade Knife w/ BSA® Branding			45 Adventure Camp Package		
16 Catapult Frame w/ Stickers			46 Curt Zone MK3		
17 Grab Bag D			47 LEGO Star Wars The Justifier		
<b>Level 6 - Sell \$450</b>			<b>Level 14 - Sell \$5,000</b>		
18 PlusPlus Saturn V Rocket			48 LEGO Technic 224 Mercedes-Benz Zetros		
19 3pc Stainless Steel Mess Kit			49 Camera Evolution Supercars		
20 USS Recyclable Headlamp w/ Motion Activation			50 Lionel Junction North Pole Central		
21 Air Humer Zano Bow w/ 2 Zarts			LionChief Set w/ Bluetooth		
22 Grab Bag E			<b>Bonus Prizes for ALL Scouts - Contact Council</b>		
<b>Level 7 - Sell \$650</b>					
23 80x80 Binoculars w/ Case					
24 Telescope - 40X Magnification					

\*The Prize Tally Sheet is used to keep track of your prizes. Prizes orders must be submitted online.

# BONUS PRIZES FOR ALL SCOUTS

---

## Samoset Bonus Prizes

**\$600** – Earn a \$30 Camp Certificate

**\$1,200** – Earn “Unlimited Slushies at Summer Camp”

**\$3,000** – Pecatonica Winners Circle – Pick a prize for every \$3,000 sold (*see below*)

## Pecatonica Winner's Circle Prizes

 **SELL \$3,000**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$3,000 SOLD  
*Prizes subject to availability*

 <b>\$200 AMAZON GIFT CARD</b>	 <b>\$200 BEST BUY GIFT CARD</b>	 <b>32" SMARTCAST TV</b>
 <b>AIRPODS</b>	 <b>AMAZON FIRE 10" TABLET</b>	
 <b>ELECTRIC SCOOTER</b>	 <b>QUADCOPTER DRONE</b>	

## UNIT TOP SELLER

The “Top Seller” of popcorn in your unit will earn a limited edition – “Top Unit Seller” patch!



## PRODUCT PICKUP

---

All Popcorn Orders are shipped to specific warehouse locations for pickup. **Remember to arrive on the specified date and within the specified time to pick up your units' popcorn.** Ensure you have enough space (larger orders may require several vehicles, trucks, or trailers!).

When picking up product the unit is responsible for checking to make sure product pulled matches their unit packing slip. If the driver is unsure, then stop the loading process and recount. Check any damaged cartons at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before you leave the pickup location. Adjustments may not be made after your unit leaves the warehouse/pick-up location and has signed off on the product count.

If customers notice something wrong or are not satisfied with the product, please refer them to email Pecatonica Customer Care at: [pops@prpopcorn.com](mailto:pops@prpopcorn.com) and they will arrange for replacement product to be sent directly to the customer.

**Show and Sell order pickup will be communicated for each order via email.**

### TAKE ORDER PICKUP – November 10 & 11

**Wisconsin Rapids:** RCH Enterprises – 61 Love Street, Wisconsin Rapids

**Stevens Point:** Sentry Insurance (Plover Location) – 2601 Hoover Ave, Plover

**Marshfield:** T&T Quality Cutting – 104424 Karau Ave, Spencer

**Weston:** B & D Warehouse (formerly Weston Warehouse) – 7005 Rickyvale Street, Weston

**Tomahawk:** Tomahawk National Guard Armory – 215 Armory Road, Tomahawk

**Rhineland:** Hanna Venture Base – 5305 Crystal Lake Rd, Rhineland

**Eagle River:** Pick N Save – 711 N. Railroad St., Eagle River

# PAPERWORK & PAYMENT

---

## Paperwork

The following forms are due to the Samoset Council Office by **October 27, 2023**.

- **Unit Master Sales Record**—Please make sure all information is complete and legible. An online submission options will be available. This record is used to compile all bonus prizes and ensure your unit is recognized properly.

## Payments

- The council will email your unit invoices for popcorn that is ordered for Show & Sell and the Take Order sale.
- **The Samoset Council does not cut checks to units for the commission they earn. During the sale - Scouts and units collect the entire fee for products sold. The unit then pays their popcorn bill less their earned commission.** *As an example—if a unit sells \$1,000 in popcorn and qualifies for 30% commission—they would pay their popcorn bill of \$700 (70%) and keep their commission of \$300 (30%).*
- **Payments are DUE upon all pickups.** Please bring a single unit check payable to Samoset Council for your popcorn orders. Checks are not cashed until December 4.

# SELLING METHODS

---

Several successful sales methods exist for Scouts to sell popcorn:

## **Show & Sell (Storefront Sales)**

- This method involves coordinating booths at high foot traffic locations throughout your community like storefronts, or sporting events.
- You do not have to go back to deliver the product as the customer pays and takes the product.
- Earn increased commissions by participating in Show & Sell sale.
- Show & Sell sales can be counted toward individual Scout prizes.
- Show & Sell product total can **NOT** be applied as a single amount towards prizes (Example: unit who orders \$5,000 worth of popcorn can **NOT** order one \$5,000 bonus prize as well. Prizes are earned by individual Scouts, NOT units.
- You keep whatever you do not sell for the Take Order sale.

## **Show & Deliver (Door-to-Door Knocking)**

- This is the most effective sales method and involves the Scout soliciting orders at the customer's home. This method is preferred for neighbors close to home, parent's coworkers, close friends and family.
- Through this method, the order can immediately be fulfilled as product is brought along (in wagon or vehicle). If the desired product is not on hand, an order can be taken with the product being delivered when the order can be fulfilled.

## **Take Order (Order Form)**

- This method involves Scouts collecting orders and writing them on their order form. A Scout turns in the order form to your Units Popcorn Kernel.
- The product is ordered by the unit, and once received, orders are delivered by the Scout's family. It is at unit's discretion whether money is collected up front or upon delivery.
- Many parents/guardians assist their Scout with this process by soliciting orders at places of employment.

## **Online Sales**

- This method works well for Scouts to sell to out-of-town friends and family. It also works well for tech-savvy older Scouts who are familiar with social networking sites like Facebook.
- Scouts set up their account on the Pecatonica Website with parental approval.
- The customer pays securely online, and the product is shipped directly to the consumer. The unit has no involvement in the ordering or shipping process and receives a commission of **up to 30% from all online sales**.

## **Corporate Sales**

- Focus on companies who give out year-end or holiday gifts to employees or customers. Banks, insurance agents, car dealers, doctors, dentists, and realtors are all good examples.

# WAYS TO INCREASE YOUR SALE

---

1. HAVE A GOAL. Units and Scouts should have goals. Plan your calendar, find out how much it will cost, figure out how much popcorn you have to sell to cover all of your costs, and sell to that goal.
2. Always wear a clean uniform and have a couple of working pens on you at all times.
3. Role Play - Practice a short sales pitch to help you be more confident.
4. Keep your "Take Order" forms from the previous year. This is a good place to start selling the next year. The top sellers in the country use this method.
5. Send or give a thank you card to your customers.
6. Ask to present at a service club (Rotary, Kiwanis, Lions, church, etc.) or chamber of commerce in your area. It is a great way to hit a lot of people at one time.
7. When conducting a "Show and Sell", have a display of the activities that your unit plans on doing next year that Scouts use to can show to customers. Customers are more willing to buy if they know what the funds are going to and how it benefits the Scouts.
8. Have a bucket at your "Show and Sell" location to collect funds for Military Orders. This way people that do not want to buy popcorn for themselves, but still want to support Scouting can do so at any level. Once you have \$25 in donations, have the unit purchase a military donation.
9. Be Organized! Make the sale FUN for the Scouts & families! Don't hesitate to ask your district kernel questions you may have.

# SCOUT SAFETY & SELLING TIPS

---

## Safety Tips

- ALWAYS sell with another Scout or with an adult.
- NEVER enter anyone's home.
- NEVER sell after dark unless you're with an adult.
- DON'T carry large amounts of cash.
- ALWAYS walk on the sidewalk and driveway.

## Selling Tips

- ALWAYS wear your uniform.
- ALWAYS smile and introduce yourself.
- ALWAYS tell your customers why you are selling popcorn.
- KNOW the different types of popcorn you're selling.
- ALWAYS say "Thank You!"
- ALWAYS make a copy of your order form before you turn it in.

## Group - Door to Door Knocking Tips

- Take a den, patrol, or even the whole Scouting Unit out selling popcorn door-to-door.
- Have 2 or 3 youth on each side of the street and leaders following behind in a car. Have the youths take turns asking the homeowners to buy two items to help them with their fundraising.
- Start around 9:00 a.m. and finish around noon.
- Each unit is encouraged to meet after the sale for a Rally Party (i.e., roller rink, bowling, indoor pool, McDonalds, etc.).
- Unit may also recognize those youth who sold the most popcorn that day.

## Individual – Door to Door Knocking Tips

Encourage families to go out on their own during the sale of knock for popcorn. Here are some proven door to door knocking for popcorn tips:

- Pick a few nights during the sale to knock on doors between 5:30p.m. and 7:00p.m. (more families are home during the weekday evenings than on the weekends).
- Scouts can average between \$100-\$200 in sales each night knocking on doors.
- Stop at houses with cars in the driveway or open garage doors to maximize your efforts.
- Stop at houses with lights on.