



SELL TRAIL'S END POPCORN

to fund your Scouting adventures!

Participating in the Popcorn Sale can benefit a Scout in many ways - from **eliminating Scouting costs** to **developing life skills** that your Scout will remember for the rest of their life.

ONLINE SALES

Selling online is **QUICK** and **EASY**!

- 1 Create an online selling account on sell.trails-end.com.
- 2 Reach out to customers through email, text, Facebook, and Twitter.
- 3 View and track your online sales.

FACE-TO-FACE

- 1 **TAKE ORDER** - Door-to-door selling with a "take order" form. Take your neighbor's order and return with their popcorn at a future delivery date.
- 2 **SHOW & SELL** - Set up a display with products at a storefront for people to purchase as they walk by.
- 3 **SHOW & DELIVER** - Carry products with you as you visit customers. The customer purchases the products from you, and you collect the money right then and there.

SELLING TIPS

1. **ALWAYS** wear your uniform.
2. **ALWAYS** smile and introduce yourself.
3. **ALWAYS** ask your customers to support Scouting.
4. **ALWAYS** have a pen ready.
5. **KNOW** the popcorn flavors you are selling.
6. **ALWAYS** say "Thank You!".

SAFETY TIPS

1. **ALWAYS** sell with an adult or another Scout.
2. **NEVER** enter anyone's home.
3. **NEVER** sell after dark unless you're with an adult.
4. **NEVER** carry large amounts of cash.
5. **ALWAYS** walk on the sidewalk and driveway.

JOIN THE \$750 CLUB!

SCOUTS WHO SELL \$750 OR MORE WILL RECEIVE AN OVERSIZED PLUSH HOODIE!



ATLANTA AREA COUNCIL
BOY SCOUTS OF AMERICA.

For more Popcorn information visit AtlantaBSA.org/Popcorn