



**Welcome to the 2016  
Popcorn Training!**

**Today, we  
will Discuss:**

2015 Sales Review

2016 Council Goals

2016 Product Line Up & Incentives

Why are we selling popcorn??

Unit Kick Offs and the NEW 2 for 2%

Answer the HARD questions

Q & A



# **2015 Sales Review and 2016 Goals**

# Top Selling Units- Packs

## Show and Sell

<u>Pack</u>	<u>Amount</u>	<u>District</u>
374	\$ 21,480	3 Peaks
247	\$ 19,332	Arrowhead
257	\$ 18,800	High Desert
16	\$ 18,660	Grayback
222	\$ 14,100	Mt. Rubidoux

# Top Selling Units- Packs

## Take Order

<u>Pack</u>	<u>Amount</u>	<u>District</u>
301	\$ 13,982	Tahquitz
332	\$ 8,664	Tahquitz
309	\$ 5,622	Old Baldy
247	\$ 5,444	Arrowhead
421	\$ 5,437	Temescal

# Top Selling Units- Packs

## Total Sales

<u>Pack</u>	<u>Amount</u>	<u>District</u>
247	\$ 32,816	Arrowhead
377	\$ 32,301	Sunrise
257	\$ 32,010	High Desert
67	\$ 29,658	High Desert
374	\$ 28,945	3 Peaks

# Top Selling Units- Troops

## Show and Sell

<u>Troop</u>	<u>Amount</u>	<u>District</u>
129	\$ 17,351	Mt. Rubidoux
90	\$ 14,814	Mt. Rubidoux
2	\$ 11,322	Mt. Rubidoux
247	\$ 7,320	Arrowhead
2011	\$ 6,428	Tahquitz

# Top Selling Units- Troops

## Take Order

<u>Troop</u>	<u>Amount</u>	<u>District</u>
384	\$ 5,736	Tahquitz
2011	\$ 3,730	Tahquitz
337	\$ 3,409	Tahquitz
257	\$ 3,140	High Desert
100	\$ 3,136	5 Nations



# Top Selling Units- Troops

## Total Sales

<u>Troop</u>	<u>Amount</u>	<u>District</u>
90	\$ 20,008	Mt. Rubidoux
129	\$ 18,152	Mt. Rubidoux
2	\$ 15,001	Mt. Rubidoux
720	\$ 10,551	Old Baldy
247	\$ 9,423	Arrowhead

# Top Selling Units-Online

<u>Unit</u>	<u>Amount</u>	<u>District</u>
Pack 374	\$ 2,299	3 Peaks
Pack 78	\$ 1,815	Sunrise
Pack 464	\$ 1,569	High Desert
Pack 421	\$ 1,395	Temescal
Pack 247	\$ 1,343	Arrowhead

# Top Selling Cub Scouts

<b>Joshua G.</b>	<b>MTR P176</b>	<b>\$6,539.00 (2<sup>nd</sup>)</b>
<b>Jeremiah E.</b>	<b>MTR P222</b>	<b>\$4,131.21 (4<sup>th</sup>)</b>
<b>Richard J.</b>	<b>GB P16</b>	<b>\$4,008.00 (5<sup>th</sup>)</b>
<b>Devin B.</b>	<b>HD P464</b>	<b>\$3844.17 (7<sup>th</sup>)</b>
<b>Jacob S.</b>	<b>AH P247</b>	<b>\$3,531.83 (8<sup>th</sup>)</b>

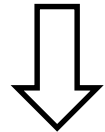
# Top Selling Boy Scouts

<b>Donovan L.</b>	<b>MTR T8</b>	<b>\$7,003.40 (1<sup>st</sup>)</b>
<b>Trent F.</b>	<b>SU T180</b>	<b>\$5,113.00 (3<sup>rd</sup>)</b>
<b>Owen F.</b>	<b>MTR T129</b>	<b>\$4,005.51 (6<sup>th</sup>)</b>
<b>Joshua R.</b>	<b>TQ T2011</b>	<b>\$3,002.00 (12<sup>th</sup>)</b>
<b>Matthew K.</b>	<b>MR T156</b>	<b>\$2,785.00 (21<sup>st</sup>)</b>

# How did the CIEC do?

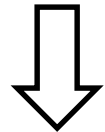
**Show and Sell:**

**\$682,578**



**Take Order:**

**\$212,272**



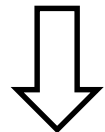
**Online:**

**\$27,215**



**Total:**

**\$922,065**



**Average Unit Sale:**

**\$7,850**



**Average Sale Per Scout:**

**\$381.00**

# Our 2016 Goals

- **More units selling**
- **More Scouts selling in units**
- **Stronger unit kick offs**
- **Improved Scout recognition**



# 2016 Product Line Up

# Product Line Up

**Popping Corn: \$10**

**Original Caramel Corn: \$10**

**White Cheddar Cheese \$15**

**Jalapeno Cheddar \$15**





# Product Line Up

**18 Pk Butter Light MW \$20**

**18 Pk Unbelievable Butter MW \$20**

**Premium Caramel Corn W/Almonds and Pecans \$20**

**18 Pk Kettle Corn MW \$22**



# Product Line Up

**Chocolatey Caramel Crunch \$25**

**White Chocolate Pretzels \$25**

**Cheese Lovers Collection \$35**

**Sweet and Savory Collection \$40**

**Chocolate Lovers Collection Box \$55**



# Product Line Up

**Military Donation: \$25 (New Price)**

**Military Donation: \$50**



# Incentives!



Sell \$650: You and 1 parent will join the party!  
Top 50 in sales: 1 spin per \$1,000 sold!  
Door Prizes for all Scouts in attendance  
who sold at least \$650

## **Examples of Spin and Win Prizes:**

Legos	Sports Items	Camping Equipment
Fishing Gear	Action Figures	Toys
Gift Cards to Jamba Juice, Game Stop, Scout Shop		

# More Incentives!!

## Very Important Popcorn Seller (V.I.P.S.) 2016

<b>Starter Level</b> <i>Sell \$500 Online or Sell \$2,000-\$2,499</i>	<b>All Star Level</b> <i>Combined Sales Sell \$2,500-\$3,249</i>	<b>CIEC Cup Level</b> <i>Combined Sales Sell \$3,250-\$5,249</i>	<b>Champions Level</b> <i>Combined Sales Sell \$5,250+</i>
<b>Hockey Puck</b>	<b>Hockey Puck</b>	<b>Hockey Puck</b>	<b>Hockey Puck</b>
<b>2 Tickets to Ontario Reign Game</b>	<b>2 Tickets to Ontario Reign Game</b>	<b>2 Tickets to Ontario Reign Game \$10 Food Voucher</b>	<b>4 Tickets to Ontario Reign Game \$20 Food Voucher</b>
<b>Recognition on the Jumbo Tron</b>	<b>Recognition on the Jumbo Tron</b>	<b>Recognition on the Jumbo Tron</b>	<b>Recognition on the Jumbo Tron</b>
	<b>100% CIEC Camp Certificate to Summer Camp or Youth Training Experience</b>	<b>100% CIEC Camp Certificate to Summer Camp or Youth Training Experience</b>	<b>100% CIEC Camp Certificate to Summer Camp or Youth Training Experience</b>

# New Prize Program with National Supply!!

PRIZE LEVEL 7

**\$850**

- 634167 RC Hummer 1:16 scale
- 634183 Star Wars Millennium Falcon Model with Lights
- 615781 4" BSA Multi Tool
- 618984 RC Helicopter
- 625785 Nite Ize® LED Flying Disc



PRIZE LEVEL 6

**\$650**

- 621346 Smithsonian 30x Telescope
- 611050 Binoculars 8 x 22
- 615782 BSA® Deluxe Knife
- 621338 Petzl® Boy Scout Headlamp
- 621406 Landsailer Kit
- 634188 Lego® Hydro Racer
- 620293 Scout Shop Gift Card \$20.00



PRIZE LEVEL 5

**\$450**

- 634166 RC Corvette 1:24 scale
- 634191 HEXBUG® AquaBot Jellyfish
- 627343 Spy Science Kit
- 624334 Nite Ize® Flashlight
- 610254 Scout Firesteel
- 621365 Tin Can Robot Kit
- 615774 Green Rubber Look Back Knife



PRIZE LEVEL 4

**\$350**

- 634181 Marshmallow Straight Shooter
- 629413 Beehive Wood Kit
- 633896 Luci® Solar Lantern
- 7406 Slime Lab Science Kit
- 615777 Cub Scout Utility Knife



PRIZE LEVEL 3

**\$225**

- 634190 HEXBUG Wahoo
- 634157 Marble Copters Light-Up Helicopter
- 7221 Delta Dart Kit
- 601135 Survival Aid
- 621410 Zero-Gravity Fridge Rover
- 7414 Aqua Btl Crystal Kit



PRIZE LEVEL 2

**\$100**

- 634179 Slimeball
- 634180 Raptor Paraglider
- 604325 Zipper Pull Thermometer with Compass
- 1167 Hot Spark Fire Starter



**\$2500**

- 627762 Coleman® Sundom® 4 Person Dome
- 625617 Midland™ 2-Way Radio Set
- 621460 Camera Kodo™ Drone
- 620216 Walmart Gift Card \$75.00

PRIZE LEVEL 10

**\$2000**

- 616406 ENO Camping Hammock
- 622003 Camelbak® Arete 18 Hydration Pack
- 621457 Bear Brave Orange Bow
- 634170 Walmart Gift Card \$50.00
- 621363 Scout Shop Gift Card \$75.00





# Unit and District Kernel Responsibilities



# How to Sell







**YOUR Unit Kick Off**



# 2 Min Video for 2%

***NEW!! 2 for 2% Commission!*** Film a video of your units popcorn kick off, and submit to [veronica.whitman@scouting.org](mailto:veronica.whitman@scouting.org) with at least 2 photos and earn a bonus 2% commission at the end of the campaign!

## **Rules:**

- Must be a video of at least 2 minutes and you must submit at least 2 photos
- Scouts must be in uniform and having FUN
- Unit Goal must be either seen or said during video
- Cannot just be a general announcement. Must be an ACTIVE kick off
- Be innovative and exciting! The point is to get families motivated to have a great sale!

# Celebrate!

**Announce Top Sellers at meeting**

**Give incentives to the Scouts**



**Get everyone excited  
for next year!**



**Answering the HARD Questions:**



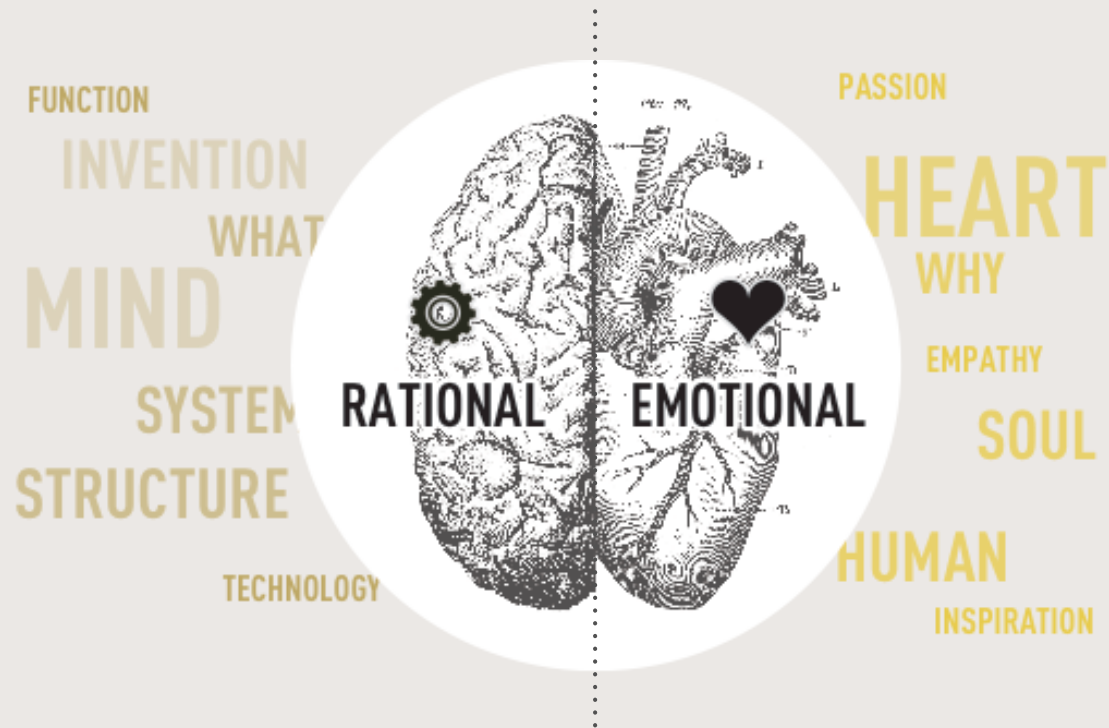
TRAILS END STUDY:

PRODUCT IS TOO EXPENSIVE

COMPLEXITY OF THE SALE

RELATIONSHIP WITH THE COUNCIL

# Emotion trumps data





# PAR Popcorn Sale Study

	Leaders	Parents	Consumers
<b>PERCEPTIONS OF PRODUCTS</b>			
<b>Positive</b> Price considering +70% return - Top2B	51%	42%	73%
<b>Negative</b> Price considering +70% return – BotB	49%	58%	27%

Over half of Parents, and almost half of our Leaders think price is too expensive...But only a quarter of our consumers do.

# Mintel November Cause Marketing Study

**People aged 25-34 are the most likely to take note of causes in their purchase decision (70% at least occasionally).**

**This group overlaps with Millennial parents who are the most impacted group –**

**69% of Millennial moms and 81% of Millennial dads say that cause related campaigns (ie. Scouting) influence their decisions either occasionally or frequently.**

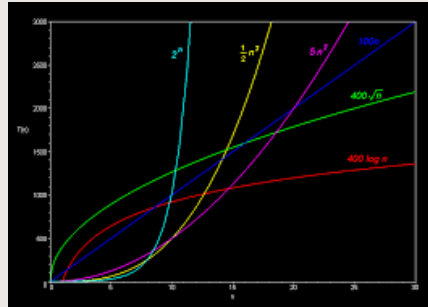
**...And would spend around \$75 to support a cause if they believed donation was being used correctly.**

# Are Scouts Selling Popcorn or are they Selling Scouting and Adventures?

*Key analysis: Consumers can be reassured by efforts to better explain how their purchases make a difference and what the donation will help charity achieve. One way to make a connection with customers is to have beneficiaries of the cause tell their stories. (Mintel Study)*



# Complexity is a Function of Time and Value



## More Time Spent Selling This Year VS Last Year

# of Hours Spent Selling vs. Last Year		
	Leaders	Scouts
Base (Sold last year):	105	291
Greater than last year	23%	33%
About the same	52%	38%
Fewer than last year	18%	24%
Don't know	7%	6%

# of Hours Spent Selling		
	Leaders	Scouts
Base (Answered):	51	144
<b>2015</b>	<b>58.8</b>	<b>27.2</b>
2014	49.8	19.7
2013	37.0	17.4

**Average time spent on sale up vs 2014**  
**+38% for Scouts**  
**+ 18% for Leaders**



Leaders Q22-23/36  
Scouts Q.21-22/29

# Set A Goal

**Data shows units with goals sell more, and are more engaged.**



**Sales of Units and Scouts that set sales goals were almost 2X higher than those that did not set goals**

# Tell The Story

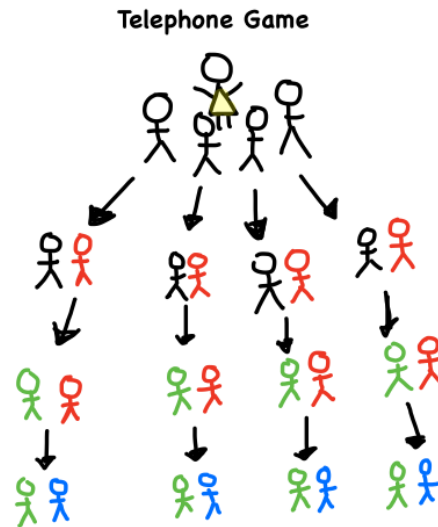
**We are not selling popcorn – We are Selling ADVENTURES!**



**Consumers are 2X more likely to support a cause they believe in.**

# Spread the Message

Localized seminars and training. Share the data and the story – teach others to sell.



**93% of Units that sold \$6K+ and Scouts that sold \$500+ held/attended a unit kick off**





# Questions and Answers



**Thank You!**  
**Have a GREAT 2016 Sales Season**