

**Black Warrior Council Annual Popcorn Sale**



If you need any assistance throughout the sale please contact your district executive or Justin Hayes at the Scout Office.

**Keys to a successful sale in 2021**

* **Set a unit and per boy sales goal**
* **Get the boys excited!**
* **Talk to your parents about the unit’s program plans for the upcoming year and how much it will cost and the importance of the popcorn sale.**
* **Encourage parents to sell at work.**
* **Take part in the Show and Deliver option! Consumers are more likely to buy when they get their product at the time of sale.**
* **Have unit level incentives, such as small prizes given out throughout the sale for boys who are performing well.**
* **Follow-up with parents and scouts during the sale to see how they are doing.**
* **Commit to Door to Door Sales.**
* **Use technology!**
  1. **Trails-end.com online sales**
  2. **Unit Facebook posts promoting sales and scout/parent involvement.**
  3. **Email family and friends asking for their support by purchasing product.**

There will be additional popcorn available at the scout office if you sell out of a particular product. If you need more product please call Justin Hayes at the scout office.