

To the parents of Troop 540 Scouts

Let's sell popcorn.

Troop 540 really appreciated the hard work the boys do for the Troop. The money they raise thru popcorn is no exception. Popcorn sales are essential for the well being of the financial strength of the troop. The Scout leaders really would like to thank all the scouts for their efforts so far this year and in the past, and encourage the new 540 Scouts to jump in and sharpen the sales skills they started as Cubs.

Aside from improving sales skills, selling popcorn improves a scouts self-confidence.

Selling popcorn is easy. The uniform is a big help. Most of the time as soon as a homeowners sees the uniform, they take the order form before a scout can finish his pitch.

A successful sales campaign by a scout depends on the participation by his parents. Though you don't need to hold a scouts hand, it is important to make sure that he is organized.

Here are some suggestions:

- **He should make a map of your neighborhood. Put an "S" next to a house that buys popcorn and an "N" to the no households. This helps prevent going to the same house twice.**
- **The best time to sell is on Saturday and Sunday between 2 p.m. and 5 p.m.**
- **Have him wear his Class "A" uniform.**

- Make sure your scout always goes with an adult. (The adult does not need to go to the door with the scout, but should be close by).
- Clipboard with product menu should always be available.

Who should he contact:

- Neighbors
- Relatives
- Co-workers of parents (parents should contact)
- Friends of parents
- Parents of friends

We recommend that you take the clipboard with the menu attached so the customer can see the selection. Most of the time, the prospect will take the clipboard from the scout and make a purchase.

Scout Accounts:

Once your scout sells \$150, the scout gets 15% of the profit from his sales put into a troop scout account for him. The money in his account can be used to help pay for scout related functions.

Money & Orders due: November 10th

Popcorn Pick-Up Tentative Date: December 5th

Thank you and good luck.