

# 10 Steps to a Successful Kick-Off

The Unit Kick-off is the most important step to a successful Popcorn sale. It's a great way to get both the Scouts and the Parents excited about selling. Make it fun! Pop popcorn; decorate the room, wear a costume or 'CornHead' hat, display prizes, etc.

## 10 Steps:

### Step #1 Program!

- Begin meeting with both Scouts and Parents in the same room.
- Communicate your Program Activities that have been planned for the upcoming year.
- Communicate actual (or estimated) Program costs for the year.
- Communicate that Popcorn has a direct impact on Program costs (More you sell, less cost!).

### Step #2 Family Sales Goal

- Share the Family Popcorn Sales Goal.
- Show Budget spreadsheet to show how Goal was calculated.
- Communicate that if each Scout Fills up a sheet – the goal will be reached (true in most cases).
- Communicate and stress that if their sales goal is met, no money from Parents will be required!

### Step #3 Prizes!

- Scouts love Prizes. Display Prize Samples or Prize Poster.
- Have Family Sales Guides (Take Order forms) for Parents and Scouts to see.
- Communicate Trail's End Scholarship Program.
- Communicate Council Prizes.

### Step #4 Recognize!

- Recognize last year's Top Seller and Scouts who filled up their order sheet.

### Step #5 Challenge!

- Challenge Scouts to fill up an order sheet or to be the Unit's Top Seller.

### Step #6 Unit Prize/Incentive

- Communicate any Unit Prizes or Incentives. For example, each Scout who fills up their sheet gets to throw a pie in the face of their Leader

\*\*At this Point – break into 2 groups. Scouts in one group and Parents in other group

### Step #7 Keep Scouts Involved - Training

- Train Scouts on selling techniques. Go over safety tips.
- Watch Trail's End Scout Training Video.
- Role Play. Let each Scout practice a 'Sales Pitch' as if at the customer's door.

### Step #8 Keep Scouts Involved - Educate

- Train Scouts on Products & Prices.
- Each Scout should be able to explain to customer why they are raising money

### Step #9 Parents

- Thoroughly go through the Family Sales Guide (Products & Prices).
- Discuss Show & Sell dates, locations, and staffing needs
- Review important Dates
- Allow for Q & A

\*\*At this Point – bring everyone back together.

### Step #10 Ready! Set! Sell!

- End with a BANG.

Congratulations!! You've just conducted a Successful Kick-off!