



# BTC POPCORN NEWS

## TOP 3 SELLERS IN COUNCIL

Garrett Bryant, T-775.....	\$5,090.00
Pranav Gupta, T-84 .....	\$4,236.50
Conor Aaron, T-84.....	\$3,531.50



## DOUBLED SALES IN 2009

Big Bend.....	Pack 30
Chaparral.....	Troop 231
	Troop 270
Comanche Trails .....	Crew 777
Lone Star .....	Troop 1
	Pack 305
Sand Hills.....	Pack 756

### LAST CHANCE TO ORDER PRIZES!

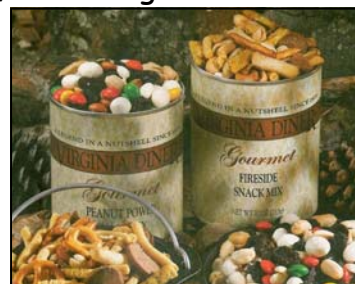
If you have not yet ordered or received all the prizes for your youth **PLEASE** contact the Midland Scout Office by March 31st, or we will not be able to get prizes for the past sale.

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## Spring Sale

April 1st - 20th the Council has authorized a Virginia Nut and Trails-End Popcorn Sale to help those youth, attending National Jamboree in 2010, earn money to pay their way. Units wishing to earn extra funds may also participate!



**DON'T FORGET**  
**Online Orders**



## SCHOLARSHIPS

*Congratulations to those who worked hard to earn the scholarship!*

Garrett Bryant .....	Troop 775
Brance Armstrong.....	Troop 775
Seth Williams .....	Troop 775
Britt Walden .....	Troop 775
Timothy Gregg .....	Troop 775
Caleb Kircus.....	Pack 216
Robert Johnson .....	Pack 58
Tyler Monzon .....	Troop 231
Scout McKinney .....	Troop 152

# WHAT'S THE SECRET TO DOUBLING YOUR SALES!

Without thinking, I would say "Plain old dumb luck!" After a few hours of reflecting back on my experiences, I know it's a life skill that I would like to pass on. I started selling when I was a Scout, raising money for camping trips and gear much like Scouts today. I remember selling popcorn. Our Troop also sold Peanut Brittle in a can, greeting cards and seeds which I also took advantage of making a little extra money.

Recently, I've heard from Scouts, parents and even leaders that selling popcorn is a waste of time and effort. My opinion is that our youth have been spoiled and it's our parental intentions of making their life easier by providing for their needs. I personally think, we need some challenges in our life to become stronger in life.

There is an old Chinese proverb "A journey of a thousand miles begins with a single step." The first thing to doubling your popcorn sales is to decide to start selling popcorn to raise funds. There are probably some units that have not sold popcorn in the past or have even quit selling popcorn. As a leader, you may have to overcome your own negativity in addition to the other leaders, parents and Scouts. I remember reading Norman Vincent Peale's book and seeing a movie based about him on the "Power of Positive Thinking" in my early life.

My sales experience has taught me that you first concentrate on people you personally know such as relatives, friends, neighbors and to their relatives, friends and neighbors. Selling popcorn to these people are the easiest because they know you or the person that you know and they trust that the money is for a good cause. Since it is the nature of parents to make it easier for their children, have the Scouts sell at their work place and office building, if it is permissible. Try selling at an event, storefront, or a corner of a business where there is lots of people traffic. The idea is to maximize the exposure of people to the product in a relatively short period of time. If you make it a Unit event, the Scouts are more likely to participate and it will be more fun for them. Finally for the ambitious Scouts, they can do the door-to-door cold calls outside their neighborhood area; there will be someone that is missed who wanted to buy the product, but didn't have the opportunity. This is the low risk/high return to high risk/low return process method. Having the Scouts getting sales early and lots of sales will help give them the confidence, motivation and energy to go after the later harder sales.

As with any business, training your sales force is crucial to the success of the product's sales. Our Council has an awesome training event for the Sales leaders. Rewards for training and performance are powerful motivators. The packet for the Scouts has vital information and tips on selling and the importance of safety. There are also videos and Internet training available. Enthusiasm by leaders will transfer to the Scouts whether it is selling popcorn or any other activity. Demonstrations and practicing selling techniques are invaluable skills that will add to the Scout's adult livelihood.

Set a financial or an activity goal and review your performance against it. Since the product is a consumable item, you can sell it every year. In fact, there are ways you can sell it year round with little effort. This will be our Troop's next step in doubling our sales again next year.

*Lonnie C. Yee - Scoutmaster Troop 270*



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