



Scout Training Program Script

After registration is complete, instruct the Scouts to sit down and begin with:

“We have an exciting popcorn activity prepared for you today. We’re going to talk about how to sell popcorn, all the cool prizes you can earn by selling, and all the great things we are going to do this year in scouting! Is everyone excited?!?! We’re going to start a quick 10-minute video on how to sell popcorn, feel free to sing along!

After the video is over, follow the steps below:

1. Have the scouts learn about the products we have for sale this year. Have some items out for people to try. **Can't sell it unless you know what it tastes like!!!**
2. Get the Scouts fired up about the Trail's End Prizes they can earn by walking over to the table and holding up some of the prizes. Talk about the tents, camping equipment, and all the exciting prizes the boys can earn just by selling popcorn.
3. Talk about the Trail's End National Prizes
 - a. Fill It Up
 - i. Each Scout who fills an entire take order and sends a copy to the address on the bottom of the form will receive a cool patch and certificate! That is 25 containers sold!!!
 - b. \$1500 Program
 - i. Each Scout that sells \$1500 in the sale this fall will receive their choice of a \$50 gift card from Wal-Mart.
 - c. \$2500 Scholarship Program
 - i. Each Scout that sells \$2500 in the sale this fall will be enrolled in the Trail's End Scholarship Program and receive 6% of their sales into their own scholarship account to use for college. Your parents will be excited to know this!
4. Promote the exciting Council and District incentives being offered. Refer specifically to the Council wide **“50 Containers Sold”** Club Popcorn Sales Party! THAT IS ONLY 2 FULL TAKE ORDER FORMS!!!!
5. Hold up an 8-page Family Sales Guide and let them know they can pick one up today if they haven't already received one.
6. Have everyone practice their Popcorn Sales Pitch so they are prepared when they go out in the community selling.