

HOW TO RUN A SUCCESSFUL STOREFRONT SALE



SECURE A LOCATION

Start early! Find high traffic locations in your area and secure dates and times. Make sure you ask the store manager for permission and ask where you can set up the table.

SCHEDULE YOUR SHIFTS

Using the Trail's End app, schedule all your storefront shifts online. You can set it up to what works best for you. It's recommended that you have no more than two Scouts per shift and each shift is scheduled for two hours. Pairing an experienced or outgoing Scout with a shy or younger Scout works best.

SET UP YOUR TABLE DISPLAY

Be sure to keep the table clean and organized. Align the products that you are selling in a neat and orderly fashion. Hang a Trail's End Show-n-Sell banner or create your own. Have Scouts design the signage and include pictures of Scouting activities. Remind consumers that they are supporting Scouting NOT buying popcorn. Make sure to clean the entire area at the conclusion of the sale. A good Scout "Leaves no trace".

TAKING PAYMENTS/ASSIGNING SALES TO SCOUTS

By using the Trail's End app, you are able to take credit card payments and all fees are paid for by Trail's End. Many consumers do not carry cash, and those that do carry a minimal amount, this will eliminate the "I don't have cash barrier". Sales increase as much as 23% when taking credit cards. Record all sales, credit card and cash, through the app. Sales are credited to Scouts individual, by shifts worked, or split by the day. All storefront sales will count towards the Scouts prizes.

PREPARE SCOUTS AND PARENTS

Scouts should always wear their Class A uniforms and stand in front of the display table. Give each Scout the responsibility to sell the Scouting program, bring customers to the table, review the product options, and remind people you take credit cards. Parents are there to supervise and keep track of the cash. With cash donations that people are willing to give, apply them towards your military donations.

RESOURCES



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