



Karen Fowler, Scatacook Popcorn Kernel, who led Pack 270 to over \$30,000 in popcorn sales during 2022!

Sales Pitch

Most importantly, your scouts need to be out in front of the table, approaching people as they pass by. They need to smile, make eye contact, say hello to EVERYONE, and then ask if the customer would like to support scouting by buying some popcorn. Don't ever say "would you like to buy popcorn?" Nobody wants the popcorn. But most people DO want to support scouting. So always emphasize the scouting first. If they complain about the prices, say that it is really a donation to scouting, with a thank-you gift of popcorn. 70% goes back to scouting! Tell them about all the great things your pack is doing (camping, service projects, trips, adventures). Cub scouts are sometimes shy when dealing with strangers, so you must coach them on what to say and have them practice speaking up so they can be heard. Also, make sure your setup is in a location that is right near the flow of people so that your scouts can ask every single person that walks past. If you can only set up in a corner where there is no foot traffic, then you need to send scouts out to talk to the people and draw them over to your table. Another option is to pull the popcorn around in a wagon and sell that way.

Venues

I have found that discount stores like Walmart are NOT good places to sell popcorn, since everyone going to those types of stores are very budget conscious. Here are some of the best places to sell:

1. Hardware stores! Do you have a local store where everyone goes? Tractor Supply has been one of the best places for my pack to sell.
2. Restaurants/Coffee - Dunkin Donuts, Starbucks, diners, bagel shop, local delis. You could also try a popular pizza place on a Friday night.
3. Supermarkets
4. Churches - We have a large catholic church in town that is very scout friendly, so they allow us to sell popcorn after their masses on one weekend.
5. Fall fairs, festivals - any kind of large event is great! The other pack in our town has great success at the annual Arts Festival. They also did well selling at the annual Duck Race.
6. Election Day in early Nov - If you have school off on election day, consider keeping your inventory to sell at the polling place (make sure to let Jim Patterson know!) Last year my pack sold \$3000 in one day! We set up right outside the door so we could catch everybody coming out.

If you have any questions, please feel free to contact Karen at kmwartzfowler@gmail.com.