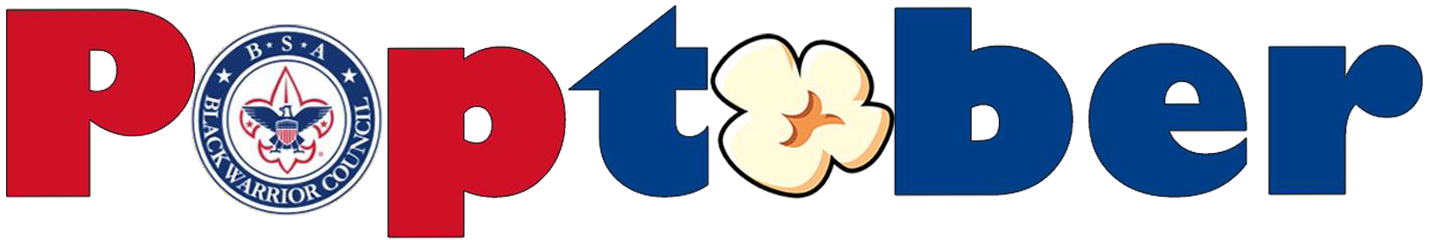


Black Warrior Council Annual Popcorn Sale



If you need any assistance throughout the sale, please contact your district executive or Justin Hayes at the Scout Office.

Keys to a successful sale in 2022

- Set a unit and per Scout sales goal
- Get the Scouts excited!
- Talk to your parents about the unit's program plans for the upcoming year and how much it will cost and the importance of the popcorn sale.
- Encourage parents to sell at work.
- Take part in the Show and Deliver option! Consumers are more likely to buy when they get their product at the time of sale.
- Have unit level incentives, such as small prizes given out throughout the sale for scouts who are performing well.
- Follow-up with parents and scouts during the sale to see how they are doing.
- Commit to Door to Door Sales.
- Use technology!
 1. Trails-end.com online sales
 2. Unit Facebook posts promoting sales and scout/parent involvement.
 3. Email family and friends asking for their support by purchasing product.

There will be additional popcorn available at the scout office if you sell out of a particular product. If you need more product, please call Justin Hayes at the scout office.