

HOW MUCH DO YOU NEED TO SELL?

The average Scouting program costs \$350 per Scout for the entire year. On average, Scouts can sell \$1,000 popcorn in 8-10 hours and fund their entire year of Scouting. Review your units Scouting Program calendar and budget for the year to determine how much popcorn you will need to sell to fund your Ideal Year of Scouting. Use the worksheet below to calculate your Scout Sales Goal.

BUDGET WORKSHEET EXAMPLE

<input type="text" value="\$ 9,800"/> Annual Budget	/	<input type="text" value="28"/> Number of Scouts	=	<input type="text" value="\$ 350"/> Budget Per Scout
<input type="text" value="\$ 350"/> Budget Per Scout	/	<input type="text" value="35%"/> Average Commission	=	<input type="text" value="\$ 1,000"/> Scout Sales Goal

Scouts can fund their entire year of Scouting in only 8 - 10 hours (on avg).

BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories:
Sales-Minded, Detail-Oriented, and Outgoing Personality.

The **Sales-Minded** team member is great for training Scout families to sell and is the point person for any questions. The **Detail-Oriented** team member is responsible for tracking inventory and finances. Lastly, the **Outgoing Personality** team member is in charge of the unit kickoff, motivating Scouts and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to **determine how you plan to sell.**