

2011 BOY SCOUTS OF AMERICA POPCORN SALE **SELLING ACROSS THE USA!**

TOP 10 REASONS TO SELL POPCORN ONLINE – JOIN THE "SELLING ACROSS THE U.S.!" CAMPAIGN TO SELL IN EVERY STATE IN THE NATION!

1. Selling online is fun and easy!
2. All online sales beginning on August 1 – November 21 will count toward your fall sales rewards.
3. 70% of every online purchase goes back to the Scouts unit and council.
4. Scouts can earn bonus rewards from Trail's End when they sell online. Go to facebook.com/trailsendpopcorn to learn about bonus rewards from Trail's End.
5. Different product line from your take order form.
6. The average consumer order online is \$48.
7. Handle no product! Make no deliveries!
8. Trail's End ships directly to your customer.
9. You can track your sales. Go to "Track My Online Sales" to see who has made a purchase. Online sales will appear in your sales history when the product has shipped to the customer.
10. Additional prizes and incentives from the Council for online sales!

Words from the 2010 Top Online Seller – (Nicholas O, Highland Park IL, \$8,382)

"Send follow up emails to let your customers know how you are doing and personally thank each person who made a purchase on your behalf."

