

Trail's End®

Top Selling Unit Event + Lincoln Heritage Council !



Top Selling Unit Dinner Agenda!

Trail's End[®]

Agenda!

- **Recognition + Thank you!**
- **2023 – Unit and Scout Successes!**
- **Increasing your Scout Sales Per Hour... making \$500 an hour common!**
 - Storefronts: Best times at premium locations.
 - Easy and quick Scout registration through fast consumer check out with the TE app.
 - Training: everything needed for a Scout and Adult in less than 5 minutes.
- **Make the sale easier and simpler... save you time.**
 - Unit Leader Dashboard – one location from A to Z.
 - Rewards – get the prizes THEY want... and fast.
 - New payment methods – all from your smartphone, no blue tooth device needed.
- **Online – have your Scouts try it!**
- **Thank you! Next Steps for your success.**



Top Selling Units – WOW!

District	Unit	SNS + TO	Online	Total
Seneca	Pack 0470	\$ 34,564	\$ 3,042	\$ 37,606
Seneca	Troop 0380	\$ 31,151	\$ 3,151	\$ 34,302
Four Rivers	Pack 2484	\$ 29,010	\$ 1,891	\$ 30,901
Seneca	Pack 0380	\$ 19,428	\$ 3,987	\$ 23,415
Wapiti	Pack 1705	\$ 19,467	\$ 2,138	\$ 21,605
Seneca	Pack 0308	\$ 18,445	\$ 2,342	\$ 20,787
Lewis & Clark	Pack 4119	\$ 18,950	\$ 402	\$ 19,352
Lincoln Trail	Pack 0130	\$ 13,318	\$ 4,821	\$ 18,139
Great Meadows	Troop 3013	\$ 16,750	\$ 815	\$ 17,565
Wapiti	Pack 1505	\$ 16,387	\$ 665	\$ 17,052
Four Rivers	Pack 2020	\$ 14,610	\$ 2,062	\$ 16,672
Lincoln Trail	Pack 0155	\$ 11,745	\$ 4,354	\$ 16,099
Great Meadows	Pack 3281	\$ 13,345	\$ 872	\$ 14,217
Lincoln Trail	Pack 0233	\$ 11,714	\$ 1,836	\$ 13,550
Buffalo Trails	Pack 0051	\$ 11,902	\$ 1,324	\$ 13,226
Seneca	Pack 0153	\$ 10,705	\$ 2,335	\$ 13,040
Seneca	Pack 0306	\$ 12,685	\$ 102	\$ 12,787
Buffalo Trails	Troop 0366	\$ 10,964	\$ 686	\$ 11,650
Buffalo Trails	Pack 0075	\$ 10,520	\$ 811	\$ 11,331
Four Rivers	Troop 2007	\$ 11,048	\$ 73	\$ 11,121
Lincoln Trail	Troop 0233	\$ 10,803	\$ 196	\$ 10,999
Lewis & Clark	Troop 4025	\$ 10,475	\$ 95	\$ 10,570
Wapiti	Pack 1555	\$ 10,095	\$ 439	\$ 10,534
Great Meadows	Pack 3072	\$ 8,855	\$ 1,642	\$ 10,497
Buffalo Trails	Pack 0176	\$ 10,083	\$ 245	\$ 10,328
		\$ 387,019	\$ 40,326	\$ 427,345

Storefront Avg, Most sales in one shift

- Pack 2484 – TOP GROSS SHIFT of \$1,540 per Hour Per Scout (1 Scout 1 Parent)
- Pack 0308 – Avg \$188 per HOUR !

Top Selling Scouts in the Lincoln Heritage Council

Rank	District_Name	Unit_Name	Scout_Name	Total_Sales
1	Seneca	Troop 0380	Timothy F	\$ 14,135
2	Seneca	Pack 0470	Colt A	\$ 11,514
3	Wapiti	Pack 1705	Jackson S	\$ 6,510
4	Seneca	Pack 0380	Landon D	\$ 6,250
5	Wapiti	Pack 1555	Owen P	\$ 6,105
6	Four Rivers	Pack 2484	Nicholas L	\$ 5,020
7	Seneca	Troop 0008	Eric H	\$ 4,765
8	Lincoln Trail	Pack 0233	Graham M	\$ 4,740
9	Great Meadows	Troop 9999	Tealin V	\$ 4,093
10	Four Rivers	Troop 2004	Ethan C	\$ 4,035
11	Seneca	Pack 0153	Leon P	\$ 3,882
12	Buffalo Trails	Pack 0056	Everett R	\$ 3,781
13	Great Meadows	Troop 3013	Thomas T	\$ 3,717
14	Lewis & Clark	Pack 4119	Zachary G	\$ 3,640
15	Seneca	Pack 0380	Rhys K	\$ 3,632
16	Seneca	Troop 0380	Benjamin B	\$ 3,558
17	Lincoln Trail	Troop 0616	Caleb W	\$ 3,430
18	Four Rivers	Pack 2484	Owen B	\$ 3,409
19	Seneca	Troop 0380	Ian F	\$ 3,393
20	Buffalo Trails	Troop 0366	Jimmy G	\$ 3,278
21	Lincoln Trail	Troop 0233	CJ A	\$ 3,263
22	Great Meadows	Pack 3273	cameron p	\$ 3,190
23	Seneca	Pack 0308	William H	\$ 3,127
24	Seneca	Pack 0470	Abby C	\$ 3,048
25	Four Rivers	Pack 2484	Tyler R	\$ 2,992
				\$ 118,505

2023 Unit and Scout Sales!

Unit Successes:

- **13 Units sold over \$100k! 2 Units sold over \$200k**
- **124 Units sold over \$50k!**
- **1,065 Units sold over \$20k!**
- **3,384 Units sold over \$7,500**

Scout Successes:

- **21,032 Scouts (20% of Scouts) sold \$1,000 or more and made up 60% of the sale!**
- **Scouts who sold both traditional and online averaged \$1,145 (\$1,092 in '22).**
- **41,131 Scouts (41% of Scouts) sold \$500 or more and made up 81% of the sale!**

**\$156 per Hour
and \$400k+
generated at
storefronts**

- 18 Shifts over \$500+ an hour (15% of shifts)
- 56 Shifts generated \$300+ per hour
- 89 Shifts Generated \$200 per hour (over 60% of shifts booked)

Best storefronts + TE to highlight key stores to put your Scouts in the best spots.

Make the sale easier... save you time!

Trail's End[®]

Our Mission

- Increase Scouts' sales per hour.
- Spend less time selling or more sales.
- Make the sale simpler and easier.
- Spend less time and effort for your Council, Units and Scout families.

National Numbers

- \$1,000 an hour – over 200 Hours!
- \$500 an hour – 3,500 hours!
- We will make \$500 per hour per Scout common!

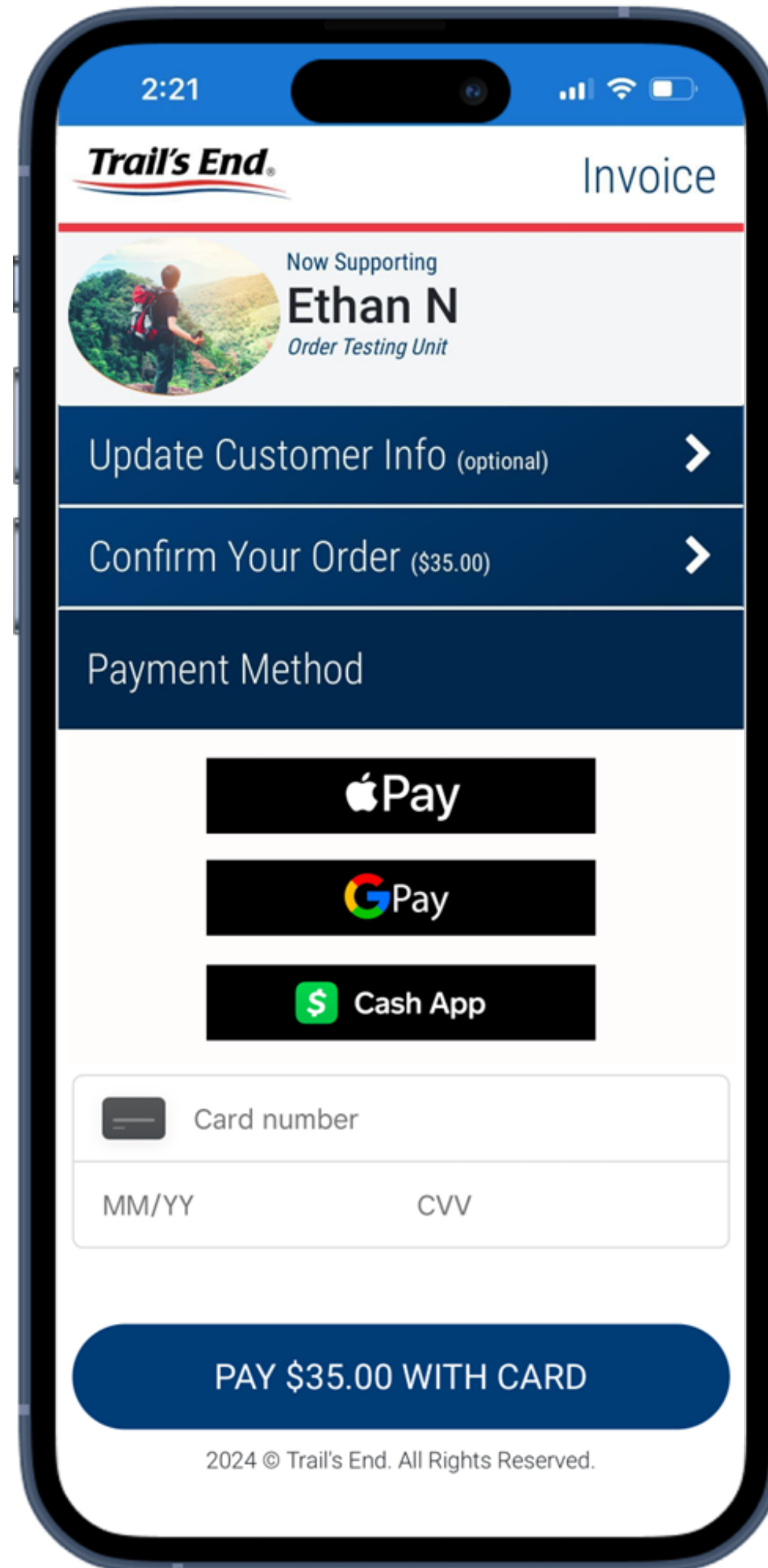
Roadmap

- Tech
- Storefronts
- Trainings
- Rewards
- Online

Scout App!

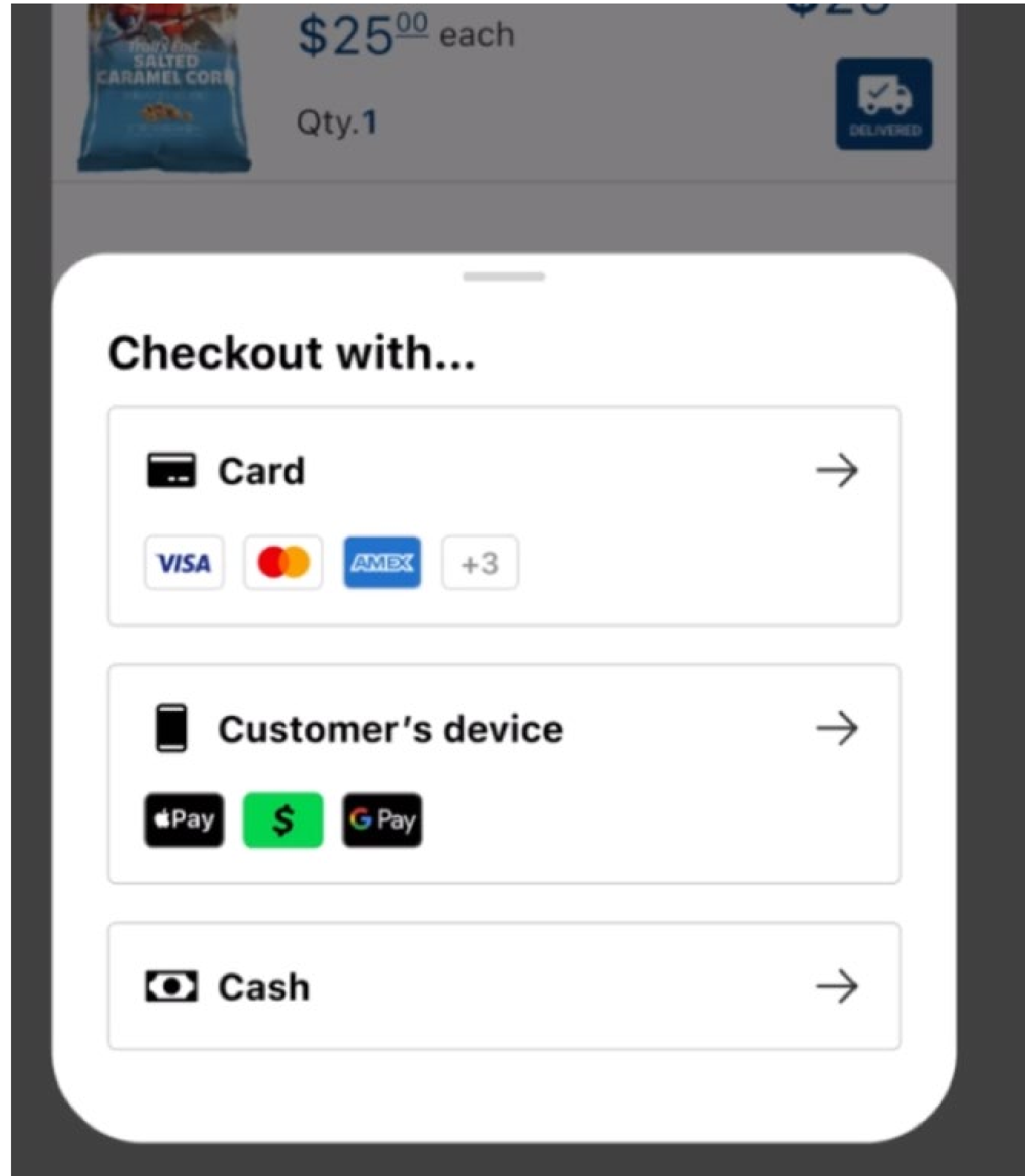
New App features:

- A more streamlined process for Scouts to register in the app. No new registration is needed if the Scout or parent already has an account
- Apple Pay, Google Pay and Cash app all now available without needing a Bluetooth reader

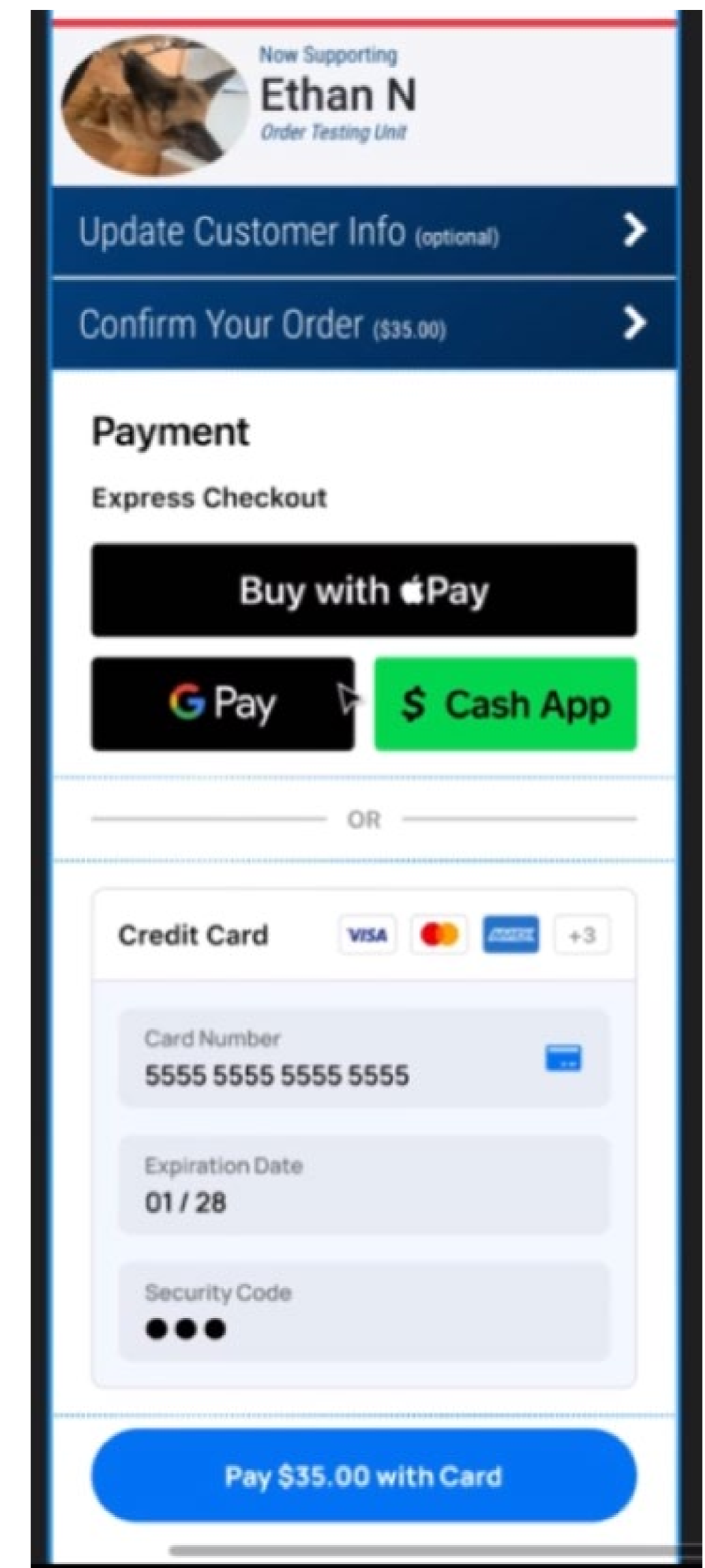


Concept Art, not final

Scout App!

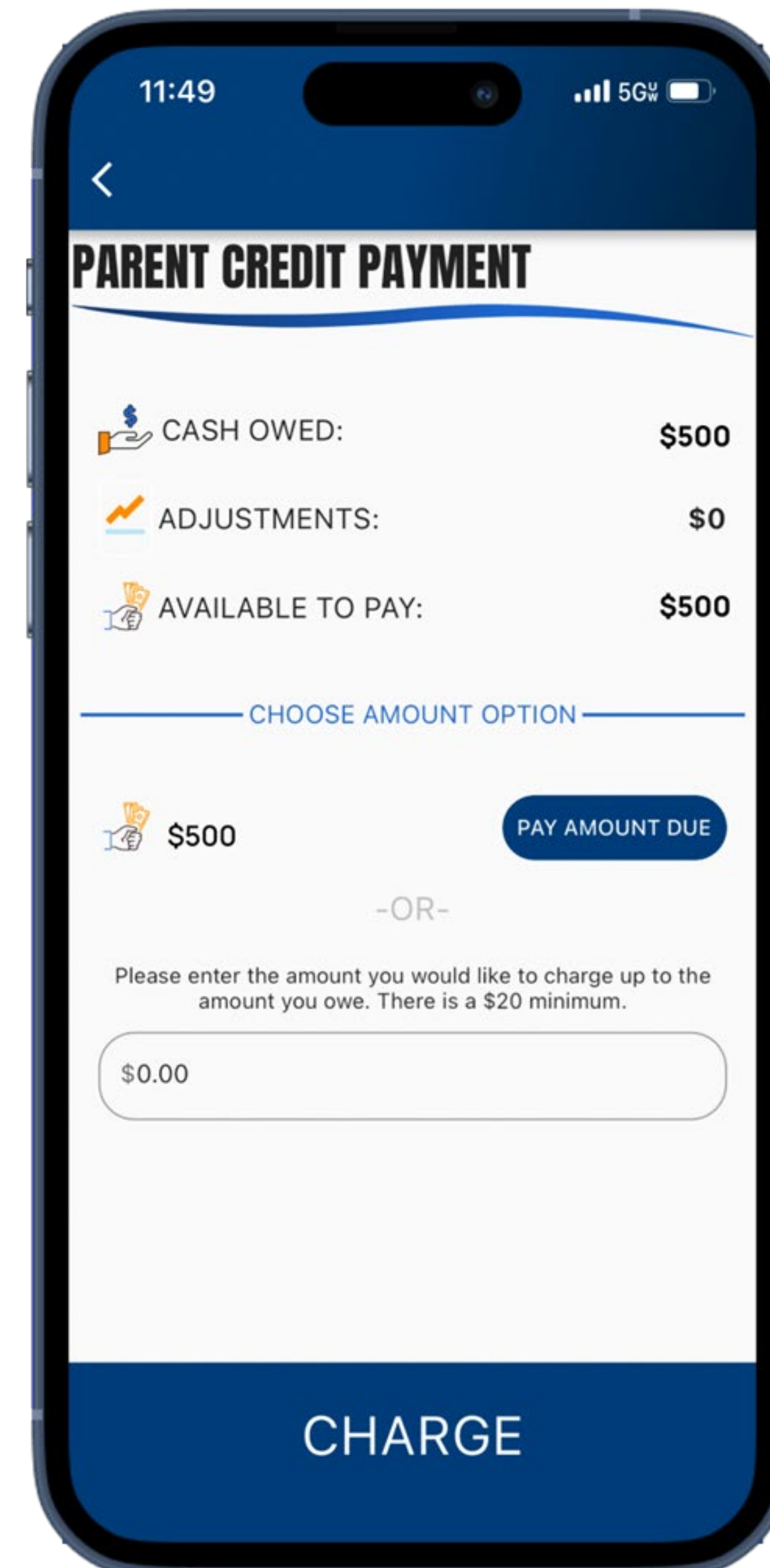
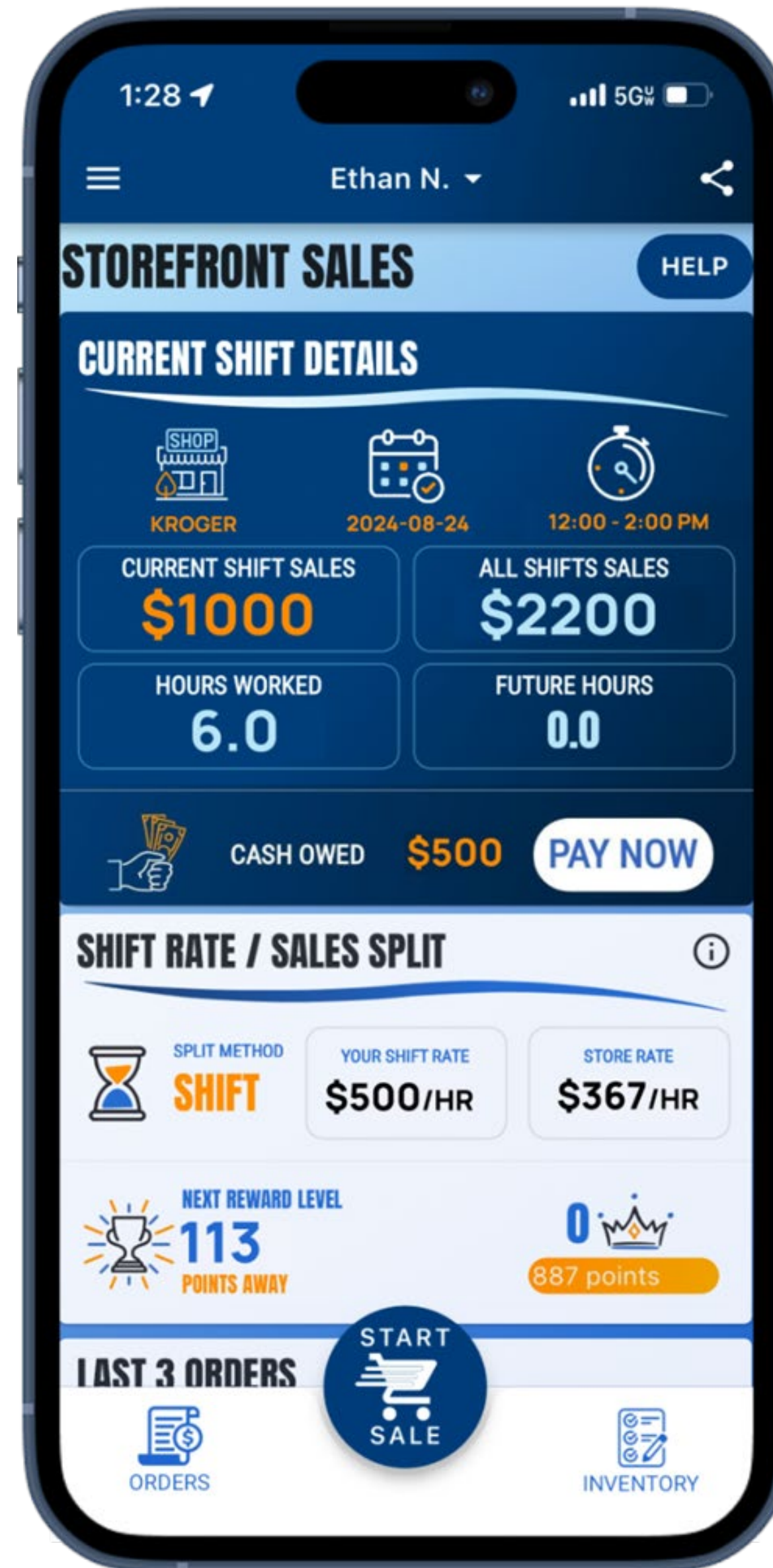


Sample image of the checkout screen on the Scout's screen.



Sample image of the checkout screen on the buyer's phone when using Apple Pay, Google Pay or Cash App

Scout App!



Parents now have the option to use their credit card to pay for cash received during storefront sales, allowing their Scouts to earn more points.

Storefront Program!

What's New?

- We will book the best times at premium locations.
 - TE now has data on storefront sales, not only on TE popcorn, but on merchandise being sold inside the store.
 - TE also has data on foot traffic.
- TE is securing locations that will generate 1 sale every 3 minutes.
- UL Dashboard will show “hot-spots” or key locations that generate over \$250 per hour.
- Premium “unclaimed” hours will be highlighted within the system for Leaders and Scouts.

- **Saturday, July 20 - \$20k + Units, 4 reservation blocks**
- **Sunday, July 21 - \$15k+ Units, 3 reservation blocks**
- **Monday, July 22 - \$10k+ Units, 2 reservation blocks**
- **Tuesday July 23 – All Units, unlimited reservation blocks.**



Storefront Program!

STOREFRONTS

Number Reserved: 14 Current Available: 0 Upcoming Available: 2 Jul 2 12:00 PM ET Next Available Date

Manage Reserve Create New

Date: [Calendar Icon] Order Testing District: [Dropdown] Search: [Input]

Show Reserved Show Processing Past Reservations [Clear Filters](#)

Displaying 57 Reservations (use filters above to narrow results)

<p>Saturday August 24, 2024</p> <p>Lowe's Home Improvement Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 24, 2024</p> <p>Kroger- 116th Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024</p> <p>Lowe's Home Improvement Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024</p> <p>Kroger - 116th</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 08:00 am End Time: 02:00 pm</p> <p>Reserve</p>
<p>Saturday September 7, 2024</p> <p>Lowe's Home Improvement Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p>	<p>Saturday September 7, 2024</p> <p>Kroger - 116th Kroger</p> <p>9799 E 116th St Fishers, IN</p>	<p>Saturday September 14, 2024</p> <p>Lowe's Home Improvement Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p>	<p>Saturday September 14, 2024</p> <p>Kroger - 116th Kroger</p> <p>9799 E 116th St Fishers, IN</p>

Who wants to spend more time than they need to selling popcorn?

- **Multiple locations with 1 Scout is better than multiple Scouts at 1 location**
- **Units raise \$50 more per hour per Scout when one Scout + parent sells at a location**
- **It makes sense to sign up for more spots**
 - **1 Location at \$200 an hour with 2 Scouts = \$100 per hour per Scout**
 - **2 Locations at \$150 an hour with 1 Scout per location = \$150 per hour per Scout**

New Trainings

Trainings
that are
less than 5
minutes!

Scout / Parent Training

- Scout Sales Pitch – (55 seconds)
- Parent Role (35 seconds)
- Scout Role (45 seconds)
- Overcoming Excuses (50 seconds)
- Prep for the sale (50 seconds)

Unit Leader Trainings

- Trails End Webinars
- Council kickoffs
- YouTube Videos
- Resource tab in UL dashboard



2024 Sale Theme

POP GUN



New

- **Higher base commission**
- **Higher maximum commission**
- **All Scouts are enrolled in Trail's End Rewards**
- **All new Scouts receive a pouch of popcorn with QR code to sign up to sell**
- **VIP Unit Program**
- **Chocolatey pretzels available on second order (9/24)**
- **Eliminated - 24 count box of sea salt popcorn**

Not Changing

- **Product retail pricing**
- **Return Policy (can return up to 25% of total order)**

Product Images

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34% base (all units included in Trail's End Rewards)

Plus...

+2% if 75% of youth in a sell at least one item using the app.

+2% If you book and sell at least 15 storefronts.

And...

+2% if a unit sells \$10k

+3% if a unit sells \$20k

+4% if a unit sells \$30k

+5% if a unit sells \$40k

43% Total Possible Commission!

Units in attendance tonight receive:

- Banner
- Sign with product pictures printed on it

Sample Banner



Best of The Best – VIP Units (over \$15k in sales) receive:

- Show and Sell order delivered to Kernel's home
- Free Square Bluetooth Reader



Square Bluetooth Reader

All Scouts:

- **Patch:** Every Scout who makes a sale gets a patch
- **Trail's End Rewards:** Points system that awards Scouts with Amazon gift cards for various levels of sales. This is above and beyond commission that the unit earns and is \$0 cost to the unit

Scouts who sell at least \$500:

- **Marshmallow shooter**

Scouts who sell at least \$2,500:

- **Spin To Win event:** At the conclusion of the sale, all Scouts who sell more than \$2,500 will get to attend the Spin To Win event. Each \$2,500 sold gets the Scout one spin. Prizes include electronics, Legos, gift cards, etc.

Scouts who sell at least \$10,000:

- **Drone:** Scouts who sell over \$10,000 will receive a DJI Mini 3 drone.



***Trail's End app must be used for all sales if unit wishes to qualify for incentives*

Trail's End Rewards



Two new point-based promos!

- Entire Popcorn Season of 2024: 0.5 points per dollar for any 2 hour shift of \$500/hr/Scout. (Ex: Sell \$1,100 over 2 hours, receive 550 points)
- July/August Early Online kickoff- Sell \$250+ online receive 100 bonus points. So \$250 online would equal 410 points!

Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.



Scout Rewards

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Scout Fundraising

EARN POINTS

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

POINTS	GIFT CARD
17,500+	10% of Points
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

- **The average unit sells \$6,000 in popcorn.**
- **All units who booked and sold 15 storefronts sold over \$10,000 in popcorn.**
- **90% of units who sold over \$10,000 had at least 70% of their youth registered in the app.**

- **Storefront sales = success**
- **Units with a majority of youth in the app are the most successful**
- **Youth who sell using the app are more successful**

- 1. Register to sell**
- 2. Mark your calendar with important dates**
- 3. Plan your unit kickoff**

