



Scout Training Program Script

After registration is complete, instruct the Scouts to sit down and begin with:

“We have an exciting 15 minute popcorn activity prepared for you today. We’re going to talk about how to sell popcorn, all the cool prizes you can earn by selling, and how you get a free wristband and certificate just for being here! Is everyone excited? We’re going to start a quick 10-minute video on how to sell popcorn, feel free to sing along! (Start the Trail’s End DVD)

After the video is over, follow the steps below:

1. Get the Scouts fired up about the Trail’s End Prizes they can earn by walking over to the table and holding up some of the prizes. Talk about the tents, scooters, stereos, camping equipment, and all the exciting prizes the boys can earn just by selling popcorn.
2. Talk about the Trail’s End National Prizes
3. Fill It Up
 - Each Scout who fills an entire take-order sheet can attend our council **Mid-Sale Prize Rally** where he will receive a cool patch and certificate! The date for your district’s event is on our website, www.NEICPopcorn.com
4. \$1000 Sellers Club – NEW – Scouts in our council who sell at this level will earn a chance to win one of 10 Nintendo DS games!
5. \$1500 Program
 - Each Scout that sells \$1500 in the sale this fall will receive their choice of a \$50 gift card from Wal-Mart, Coleman, or BSA National Supply.
6. \$2500 Scholarship Program
 - Each Scout that sells \$2500 in the sale this fall will be enrolled in the Trail’s End Scholarship Program and receive 6% of their sales into their own scholarship account to use for college. Your parents will be excited to know this!
7. Hold up an 8-page Family Sales Guide and let them know they can pick one up today if they haven’t already received one.
8. Showcase the Popcorn University Diploma.
9. Ask three or four Scouts to step up to the front and have them practice the script on the back of the diploma. Then have the entire audience say all at once the script on the back of the diploma.
10. Finally, let the Scouts know you’re going to do a grand prize drawing at the end of the event for your unit’s own special door prize
11. Give them their wristbands and diplomas and let them go.