

Answers to Common Objections

Why A Person or Unit Won't Sell Popcorn

<p>1. The popcorn costs too much.</p>	<p>Short Answer: given that this is a fundraiser, it's actually a good value. The mid-to-high dollar items (\$20-\$60) make up 80% of the sale.</p> <p>Longer Answer: Remind the objector that this is a fundraiser. Just like any other product being sold as a fundraiser, the price on the product is increased to enhance the profit margin for the Unit. Think of it this way: the bag of Carmel Corn costs only \$3. That's cheaper than the grocery store. The other part is a \$7 donation to Scouting.</p> <p style="text-align: center;">Remember, we are NOT selling popcorn: we're selling Scouting.</p> <p>As to microwave popcorn, the price per pouch is comparable to those in the store. At \$20, this is slightly over \$1 per pouch. Try to purchase a 3-pack in a store and the price is usually \$3-4 or about the same price.</p>
<p>2. It is easier to sell a \$1-2 item instead of a \$10 or higher item.</p>	<p>Short Answer: True, but will you sell enough to make up the difference?</p> <p>Long Answer: It is easier to sell a \$1 item then a \$10 item. However, the question is "in how much time." A Scout has to sell a \$1 item to 10 different customers to equate to selling a \$10 item just once. This is compounded if you look at a \$20 or more bag of corn. A Scout does have to ask more people to sell a \$20 item, but as long as it is less than 20 people, the time spent selling is far less.</p> <p style="text-align: center;">Note that the average door-to-door sales are about \$200/hour in suburban neighborhoods.</p>
<p>3. We get a higher percentage selling something on our own then selling popcorn.</p>	<p>Short Answer: Scouting goes beyond the unit. Council expenses are just as real and important as your expenses.</p> <p>Long Answer: Remember that 73% goes back to Scouting. On average, Units usually split this with the Council or in other words, they get about 35% of the gross sales of the profit in commissions.</p> <p>The Council does two things with their portion of the sale: Cover Expenses and Supplement the operating Budget</p> <p>Popcorn expenses includes prizes, delivery costs, order forms, kickoff materials, sample product, and product storage. In addition, the Council takes on the risk of the sale. All of these expenses the unit never sees.</p> <p>The remaining balance of the sale goes into the Operating Budget to cover other expenses like camps, salaries, utilities, and program materials. The American Camping Association states the average cost of a weeklong camp in 2014 is \$600 nationwide. The average Boy Scout Camp is only half that amount. Parents should understand Scout camps are subsidized through Friends of Scouting and Popcorn Sales. By participating in the popcorn sale, they are also helping lower the cost of Scouting for everyone.</p>

<p>4. The popcorn sale is too hard to manage.</p>	<p>Short Answer: Not if you have a popcorn team in place.</p> <p>Long Answer: The main reason the popcorn sale could be difficult is the Unit places all of the responsibility on one person, the Popcorn Kernel. There are several ways to divide the duties among several people and lessen the work for everyone.</p> <p>For example, one person would be responsible for managing just the Show and Sell locations and have a different person handle distribution of popcorn to Scouts. You could assign a person in each den or patrol to help with the popcorn sale. Have another person run the Kick Off, another doing communication, another picking up the popcorn on Distribution days. All of these jobs including the Kernel do not have to be from Scout leaders. Many parents want to help and popcorn sales is a great way for them to get involved.</p> <p>It's an exclusive program for the Scouts and it is a hassle-free program; no upfront money, product is ordered on-line, shipping costs are covered and prizes are shipped direct to your home.</p>
<p>5. It is easier to just pay for Scouting items out of my pocket than go around with my son and sell popcorn.</p>	<p>Short Answer: There is MUCH more to selling popcorn than the money.</p> <p>Long Answer: Part of the Purpose of Boy Scouts is to “instill within youth desirable qualities of character, [and] to train them in the responsibilities of participating citizenship...” If parents pay for everything, the Scout will miss out on some great opportunities such as approaching adults and presenting himself with a request to support scouting, learning how much scouting costs, earning his first dollar, receiving rewards for work, learning to deal with objections, and the sense of accomplishing a goal.</p> <p>Selling popcorn teaches Scouts the value of earning their own way, builds self-confidence, and allows him to earn advancements and merit badges.</p>
<p>6. We can only ask our family and friends so many times to help our son.</p>	<p>Short Answer: One fundraiser, once a year.</p> <p>Long Answer: I agree with this statement. This is the reason Units need to put as much effort in to as few (or one) fundraisers as possible. The average family of four has the opportunity to participate in just over 13 fundraisers a year. Between the PTA asking 4 or 5 times, Baseball, Soccer, and Church, then multiply this by two children, there is little room for Scout fundraisers. Families have to pick and choose which fundraisers in which they want to participate. This is why Units need to get the biggest bang for their buck. Many Units net over \$5000 from popcorn sales and 47% units nationwide fully fund their unit with the popcorn sale.</p>

7. The Cub Scouts sell popcorn, that's not a Boy Scout thing.	Short Answer: A proven fund raiser is the best fundraiser. Long Answer: First, it costs a lot more for a Boy Scout to fully participate in the Scouting program than a Cub Scout. Because of this, Boy Scouts need to take advantage of every opportunity to raise money. In addition, there is the Salesmanship Merit Badge which can be completed entirely using the popcorn sale. Finally, most of the nation's top selling youth were Boy Scouts. Reasons for this are they have developed a client list and have returned to the same houses year after year, can better articulate what the money will be used for, and are more confident in selling from their years of experience.
8. Our area is over-saturated with scouts selling.	Surveys have shown that less than 20% of all households have been contacted by a Scout to purchase popcorn. Have plans to canvas neighborhoods on a late Saturday morning. You'll probably find that few people have been asked.