

UNIT SALES GOAL (BUDGET ABOVE DIVIDED BY POPCORN COMMISSION)

## Step 4: Estimate Storefront hours needed to meet your goal

*BE SURE TO BOOK ENOUGH HOURS TO ACHIEVE YOUR GOALS*

WAGON SALES ESTIMATE

ONLINE SALES ESTIMATE

SUBTRACT WAGON & ONLINE ESTIMATE FROM YOUR TOTAL SALES GOAL

DIVIDE RESULT BY AVERAGE STOREFRONT SALES RATE OF \$165 PER HOUR

## Step 5: Set individual sales goals

Divide the Unit sales goal by the number of Scouts

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL?

*EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP*

## Step 6: Decide on incentives for your Scouts and the Unit

*IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?*

SELL \$ AND EARN

SELL \$ AND EARN

SELL \$ AND EARN

## Step 7: Plan your Unit's popcorn kickoff event

DATE LOCATION TIME

## Step 8: Add Key Dates to Your Unit Calendar

