

# Answers to Objections of Not Selling Popcorn

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| <p><b>1. The popcorn costs too much.</b></p>   | <p><b>Short Answer:</b> 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><b>Longer Answer:</b> Leaders need to remember that this is a <b>fundraiser</b>. 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.</p> <p>Remember, we are not selling popcorn: we're selling <b>Scouting</b>.</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><b>2. It is easier to sell a \$1-2 item instead of a \$10 or higher item.</b></p>           | <p><b>Short Answer:</b> True, but will you sell enough to make up the difference?</p> <p><b>Long Answer:</b> Yes. 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 item. Now people will say a Scout has to ask more people to get the \$20 item. This may be true, but as long as it is less than 20 people, the time spent selling is far less.</p> <p>Note that the average door-to-door sales are about \$200/hour in modern sub. homes.</p>  |
| <p><b>3. We get a higher percentage selling something on our own then selling popcorn.</b></p> | <p><b>Short Answer:</b> Scouting goes beyond the unit. Council expenses are just as real and important as your expenses.</p> <p><b>Long Answer:</b> 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. The Council Expenses can include prizes, delivery costs, order forms, kickoff materials, sample product, and product storage. In addition, the Council takes on the risk of the sale. This is an expense.</p> <p>The balance remaining of the sale goes into the Operating Budget to cover other expenses like camp, salaries, utilities, and program materials. The American Camping Association state the average cost of a weeklong camp in 2015 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><b>4. The popcorn sale is too hard to manage.</b></p>                                       | <p><b>Short Answer:</b> Not if you have the right popcorn team in place.</p> <p><b>Long Answer:</b> The main reason a popcorn sale could be hard to manage is the Unit puts 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>  |

## Answers to Objections of Not Selling Popcorn (Cont.)

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| <p><b>5. It is easier to just pay for Scouting items out of my pocket than go around with my son and sell popcorn.</b></p> | <p><b>Short Answer:</b> There is MUCH more to selling popcorn than the money.<br/> <b>Long Answer:</b> 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: stepping up to and adult and presenting himself with a request to support scouting, how much scouting costs, earning his first dollar, receiving rewards for work, how to deal with objections, and the sense of accomplishing a goal.<br/>         Selling popcorn teaches Scouts the value of earning his own way, builds self-confidence, and allows him to earn advancements and merit badges.</p>   |
| <p><b>6. We can only ask our family and friends so many times to help our son.</b></p>                                     | <p><b>Short Answer:</b> One fundraiser, once a year.<br/> <b>Long Answer:</b> 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.<br/>         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. I know of many Units which have netted over \$5000 from popcorn sales. This would be a lot of \$1 candy bars.<br/>         Also, a Unit can make enough money selling Popcorn that a Unit only has to do one fundraiser a year.</p> |
| <p><b>7. The Cub Scouts sell popcorn, that’s not a Boy Scout thing</b></p>   | <p><b>Short Answer:</b> A proven fund raiser is the best fundraiser.<br/> <b>Long Answer:</b> 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 all Boy Scouts. They have developed a client list and have gone to the same houses for the last several years. It usually takes less time to raise a lot of money because of this client list.</p>   |
| <p><b>8. Our area is over-saturated with scouts selling.</b></p>   | <p>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.</p>  |

## Answers to Objections at Point of Contact

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| <p><b>I cannot eat popcorn...</b></p>            | <p>That is OK. You can still support us and the Military by buying popcorn to send to troops overseas. Popcorn also makes a great gift for someone else. We also have Pretzels you may like. Which one works best for you?</p>  |
| <p><b>Popcorn is not healthy...</b></p>          | <p>Many snack foods can have lots of fat, but many of our products have less than half the calories of potato or corn chips. Plus, popcorn is high in fiber. Which one would you like?</p>  |
| <p><b>The price is too high...</b></p>           | <p>You are right. The price is about the same as buying popcorn at the movies. However, 70% of the proceeds go back to local Scouting, so you can feel good about buying the product and helping your local community. Think of it this way, you’re donating to Scouting and popcorn is our thank you gift.</p> |
| <p><b>We already bought popcorn...</b></p>       | <p>Great and Thank You! After trying the product, many of my customers find they would like to send some to family, friends or to military troops overseas. Do you have someone in mind that would this DELICIOUS popcorn?</p>  |
| <p><b>I do not have any money on me...</b></p>   | <p>That is OK. We take all major debit/credit cards. Which one would you like?</p>  |
| <p><b>I am allergic to nuts...</b></p>           | <p>I am sorry to hear that. I have a relative/friend that has a similar issue. They help me out by placing an order for our Military troops overseas and in VA hospitals. At what level would you like to place an order for our troops?</p>  |
| <p><b>I do not support the Boy Scouts...</b></p> | <p>Thank you very much for listening to me. Have a good day.</p>  |