

## PREPARE

### Download the App →

New Scouts: register an account

- Use your zip code or Trail's End Unit Code \_\_\_\_\_
- You can use one email for multiple accounts

Returning Scouts: sign in using your 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

### What's Next in App?

- Set your goal on Rewards page
- Customize your online fundraising page
- Reserve storefront shifts
  - After reserving, view site instructions for arrival and setup details
- Watch NEW storefront videos on Training page

### Practice Your Pitch

*"Hi, my name is \_\_\_\_\_ (first name only!) and I'm earning my way to \_\_\_\_\_ (goal for your funds)! Can I count on your support?"*

*My favorite flavor is \_\_\_\_\_ (pick one!). If you don't have cash, don't worry, we prefer credit card!"*

*Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?"*

*Even if the customer says no, always say, "Thank you" and "Have a good day."*

### Tips

- Follow Scout Oath, Scout Law, and Guide to Safe Scouting at all times
- Make prospect list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your Class A uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support →



### Storefront Code of Conduct

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or location specified by store
- Enhance the shoppers' experience! Do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

## SELL

### Best Practices

- Record all sales in App, including donations
- Heroes & Helpers Donations: your customers can send products to military troops, first responders and food banks, while still supporting you!
- Follow-up with online customers who have not purchased
- Track progress in App & sell to your goal!

### Ways to Sell

- Storefront: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text
- Wagon: sales to neighbors

### Earn Rewards

- Accumulate points towards your Amazon eGift Card when using the Trail's End App
- Credit & Online: 1.25 pts per \$1 sold
- Cash: 1 pt per \$1 sold
- Cash to Credit™: turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash
- View NEW storefront & online bonuses! →

### Credit is Preferred

- Trail's End pays all fees!
- Major credit cards are accepted using Square readers or manual entry
- Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!
- How to connect a Bluetooth reader →

## WRAP UP

### Finish Strong

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank your customers
- Claim your Reward
- Choose the prizes you want on Amazon

Enjoy the rest of your Scouting year!

My Leader: \_\_\_\_\_

Phone | Email: \_\_\_\_\_

For more information, visit our FAQs →

