



Blueprint for Success

Objective:

Shatter all expectations of the 2010 Trail's End Sale by uniting a highly skilled leadership team from the unit with an elite zone kernel force from the Council. More money will be raised than ever before to expand the Scouting Adventure for the youth in our community.

Action Plan:

1. Thoroughly analyze the unit's growth opportunities.
 2. Identify and capitalize on high opportunity areas.
 3. Precisely craft and execute the Blueprint for Success for the specific unit.
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High Opportunity Areas:

1. Program Planning and Goal-Setting
 2. Unit Level Incentives
 3. Popcorn Kickoff
 4. Revenue Sharing
 5. Selling Methods
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Tools to Utilize:

1. Complete Council Support
2. Popcorn Sale in a Box
3. Leader Playbook
4. Training DVD
5. Trails-end.com
 - a) Sell Online
 - b) Virtual Sale Planner
 - c) Email Library
 - d) Video Training





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Program Planning & Goal Setting

1. Review and complete pages 7, 8 and 9 in the Leader Playbook.
 2. Go to the Virtual Sale Planner at trails-end.com and complete the Program Planner spreadsheet under #1 to establish the unit's plan and goals.
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Unit Level Incentives

1. Review page 12 of the Leader Playbook.
 2. Go to the Virtual Sale Planner at trails-end.com and complete the Scout Incentive document under #2. The unit needs to offer a Pie in the Face for every Scout that reaches their goal.
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Popcorn Kickoff

1. Review pages 10 and 11 in the Leader Playbook.
2. Watch the "Better Kickoffs" video under the "Leaders" section of the Video Training at trails-end.com or on the Training DVD.
3. Go to the Leaders homepage on trails-end.com and click on the "Popcorn Sale in a Box" link under "My Tool Kit" to review how the materials in the Popcorn Sale in a Box are to be used.
4. Secure the date and location of the unit's kickoff:
 - a. Date:
 - b. Location:
5. Complete the following items in the Virtual Sale Planner at trails-end.com:
 - a. Scout Incentive document (under #2)
 - b. Parent Handout (under #4)
 - c. Kickoff Presentation (under #3)
6. Go to trails-end.com and click on the "Email Library" link under "My Tool Kit." Customize and send out the "Popcorn Kickoff Invitation" email to all the unit's Scout families.





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Selling Methods

1. Go to the Scouts homepage at trails-end.com and click on the “Best Selling Practices” link under “My Tool Kit.” Review the different selling methods.
 2. Train your Scouts how to sell face-to-face and online at your kickoff.
 3. Make sure each Scout creates his own account to sell online at scouts.trails-end.com and sends emails to 10 family and friends.
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Next Steps

1. Make sure the following have been reviewed thoroughly and answer any questions:
 - a. Leader Playbook
 - b. Popcorn Sale in a Box
 - c. Virtual Sale Planner at trails-end.com
 - d. Email Library at trails-end.com
2. Schedule the next meeting with the unit’s leadership team to finalize all materials for their Popcorn Kickoff:
 - a. Date:
 - b. Location:
 - c. Time:

