

# Selling Popcorn Online

## ONLINE SALES

Online Sales are used as a supplement to the Take Order Sale and should not replace the Door to Door Experience.

Online is the best way to sell to friends and family who live out of town. Scouts can send emails to customers asking them to purchase Trail's End products online. Customers click on the link in the Scout's email and can begin shopping right away. They order products online and pay with a credit card, and Trail's End ships the products directly to customers.

### Advantages:

1. Scouts can reach customers who they otherwise would not be able to sell to.
2. No product delivery or money collection.
3. The average consumer order online is \$50 (excluding shipping and handling).
4. Ability to sell popcorn year-round and reach friends and family who live far away.
5. Online sales count towards Scout Rewards.
6. The unit earns 35% commission on all Online Sales.

## Scouts

Scouts create their own account to sell online:

1. Go to [sell.trails-end.com](http://sell.trails-end.com)
2. Click on the word **SCOUTS** (in Red) in the top right corner
3. Click *Create an Account*
4. Click Scout
5. Enter *Date of Birth*
6. Complete all information requested
7. Choose Northeast Georgia Council, your District and your Unit

If the Scout is under age, the parent will receive an email. The parent must click on the *Activate Account* button and Approve the account

8. You will then be taken to a Log On Screen – Log In
9. After you log on, you will arrive at a screen (Spread the Word) where you can send emails, manage your Online Sales, and get selling tips
10. Go to the Orders page to view your orders
11. Trail's End ships the product directly to your customers



If you encounter questions or problems with the Popcorn System or the Online Sales System:

Go to [sell.trails-end.com](http://sell.trails-end.com) and choose Resources – it is not necessary to log-in. Follow the instructions and you are able to send an email with any question.