

# TRAILS-END SALES INCENTIVES

Trail's End Prizes Are Administered and Distributed by Trail's End



## ONLINE SALES INCENTIVES



Example:  
10 Scouts w/ online sale = \$10  
30 Scouts w/ online sale = \$30

### 10 for \$10 Promotion

- Units earn a \$10 Amazon e-gift card for each 10 Scouts in their unit with an online sale
- Redemption: Amazon code emailed to unit primary contact monthly
- Qualification Period: January 1 to December 31, 2018

Scouts: Sell \$2,500 in one sales year and receive a Trail's End Scholarship!

- Sell \$300 online in a calendar year and earn 5% of every dollar sold as an Amazon.com Gift Card.
- Disney Orlando trip for two
  - 3 Random winners-Scouts with at least one online sale
  - Top 5 online seller



## Trail's End SCHOLARSHIP Program

Scouts that sell at least **\$2,500** in a calendar year receive **6%** of their total sales invested in their own college scholarship account.

- Once enrolled, 6% of any amount of sales thereafter will be added to their account.
- Scouts only have to hit the \$2,500 minimum one time!
- **Bonus!** Top 5 Scouts in each region receive an additional 6% added to their account.



## TRAINING



### Leader Training

- Videos at trails-end.com
- Developed by the best-\$190,000 Pack.
- Focused on Show-n-Sell/Show-n-Deliver.
- No login required-watch anytime

### 24 Videos (40 minutes)

- Team Building & Planning
- Ways to sell
- Show-n-Sell basics
- Booking locations
- Scheduling shifts
- Merchandising a table
- Training Scouts & Parents
- Show-n-Deliver basics
- Kickoffs
- Logistics of the sale
- Financial best practices
- And much more.....

 Team Building & Planning	 Ways to Sell	 Show-n-Sell
 Show-n-Deliver	 Kickoff	 Logistics
 Financial	 Merchandising	 Training