

Units attending have averaged a 14% growth in their Sale



- ✓ Goal Setting
- ✓ How to obtain the best locations
- ✓ The best way to present and merchandise the product
- ✓ Developing Sales Principles and Skills
- ✓ Supervision and Control
- ✓ Incentives

What units are saying....

”Sold \$4,000 on our first day.” - “The Scouts are gaining enormous amounts of confidence.” – **Glen Sosnader**, Pack 369 – Cradle of Liberty

“On the very first day of sales, the troop and pack sold over \$3,000 worth of product! To us this was a huge success, because we had three locations in our small communities. So, the troop and pack have **sold \$4,000 in product in twelve hours** of selling in five locations in our small communities, more than the entire pack sold last year over a month! We are overwhelmed with the success of the program.”

– **Stacey Pawling**, Troop 164, Mid America Council

“To our surprise, we were more successful than we imagined.” – “We sold a total of \$12,900.” – **“I witnessed the boys develop their presentation and communication skills. It was amazing to watch them improve.”** – **Chris Heinzinger**, Cubmaster, Pack 73

“I was the only one from my District to attend Mike Beck's excellent presentation. Our pack sold over \$10,570 this year, the first time ever to reach the \$10,000 mark.” - “And, my son who is not naturally very out-going is a lot more relaxed in public now. They both come home feeling very good every time we go out to sell. **It's a great confidence builder.**” – **Bob Mueller**, Pack 532, Choptank District

To: All Council Members, Unit Leaders, Parents, and Volunteers

From: Michael Beck, Special Advisor for CAMP MASTERS Popcorn

Subject: Would You Like To Raise All The Money You Need For Your Scouts With Only One Fundraiser? I Can Show You How!

When: The Tradeshow of Scouting, June 1, 2015
Birchwood Manor, 111 N. Jefferson Road, Whippany
Two sessions, PRE REGISTRATION REQUIRED
(through the Tradeshow of Scouting registration <http://ppbsa.doubleknot.com/event/1562890>)
6:00 pm – 7:15 pm & 7:30 pm – 8:45 pm

Every unit that attends this one time only training will receive:

A Unit Kick Off Kit which includes –
Banner, Yard Signs, Posters, CD

Date: March 30, 2015
To: Scout Leaders and Parents
From: Michael Beck

If I were to give your pack or troop \$3,000 in cash, would you be able to use it? What would you use it for?

I can give you the information necessary to not only earn that amount but much more! What if I could show you how to earn that money in just ONE Weekend?

I can show you how, just as I have shown and coached other units to do just the same. In addition, I can show you how to pass on that information to your Scouts in such a way that it gives them skills that you've only before witnessed in professional adults, to set their own goals and achieve a level of success that even they didn't believe they could attain.

My name is Michael Beck and I am the creator of a program that has helped many packs and troops stop worrying about funds and concentrate more on the FUN of Scouting.

I have assisted many of the packs and troops in the Cradle of Liberty Council realize their dreams including one inner city group that used their new found income to take their Scouts to Alaska. Talk about earning your way!

For 2015 I have agreed to do a presentation within your council. Most importantly, I would like to invite each and every one of you to attend.

Be it your popcorn sale or membership drive, you will be able to take away something from the information I present. You will be able to pass on to your Scouts the abilities necessary to develop better communication and public speaking skills, a greater degree of self-confidence, higher self-esteem, and the ability to earn their own way. The greatest thing of all is that you will be able to watch a transformation happen before your very eyes. Every year I tell parents to watch their boys for the first ½ hour and they will see their young men transform right in front of them. It doesn't matter if the boy is 6 or 16, you will see it happen!

I am very excited about being able to offer you this unique opportunity. You have nothing to lose except a little time (which I won't waste) and so much more to gain; for your boys, for your leaders, and for yourself.

I hope to see you there.

Michael Beck