



# Best Practice

**Jonathan Goodwin – Troop 491, Western  
Colorado Council,  
Grand Junction, CO**

**Nation's Top-Seller in 2013:**

**\$31,216**



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## Jonathan's Sales Totals:

- 2013: \$31,216
- 2012: \$17,219
- 2011: \$16,700
- 2010: \$22,825
- 2009: \$10,700
- 2008: \$ 3,299
- 2007: \$ 2,650

**Scholarship Balance:  
\$10,069.70**

**Since Jonathan joined Scouts: More than \$104,000**



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## **Sales Experience, Methods & What Jonathan Learned**

- Sale starts, and Jonathan & his dad will be out selling every day for the 60 days the sale runs
- Typical day involves: selling to businesses after school gets out, going home to do homework, then going back out to hit the neighborhoods until 7pm
- Sets “Time Goals” or “Neighborhood Goals”
- Turn negatives into a positive
- Ask questions that make the customer engage
- Appeal to adult learning styles
- Partner with the community



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## Jonathan's Help with His Troop & Council

- Troop decided to go to Camp Emerald Bay on Catalina Island in California.
  - The “Challenge” to his fellow Scouts in the Troop
  - The Results
- “Kernal Kid’s Korner” videos to promote the sale, encourage selling Scouts and update leaders.



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## Kernal Kid's Video Korner

Video 1: [https://www.youtube.com/watch?v=pUp\\_zb-A7Nc](https://www.youtube.com/watch?v=pUp_zb-A7Nc)

Video 2: <https://www.youtube.com/watch?v=mOQ2amEsA6U>

Video 3: <https://www.youtube.com/watch?v=PU8ONKuSgGs>

Video 4: [https://www.youtube.com/watch?v=E6b\\_Ywhq1HM](https://www.youtube.com/watch?v=E6b_Ywhq1HM)

Video 5: <https://www.youtube.com/watch?v=680b0nLK0ZY>



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- Most councils have some sort of recognition incentive or event for top-sellers... are there additional ways they can be engaged to help? To grow their sales more?
  - Top-seller as Campaign Chair?
  - Spring Top-seller Recognition & Idea-sharing
    - 80% / 20% rule
    - Best-selling Scouts & their parents swap ideas and strategies
    - Best ideas shared later at August Unit Kernel trainings

**Scenario: Top-50 Sellers total \$107,500, or avg. \$2,150. Through idea-sharing, this group grows avg. to \$3,375, resulting in an increase of \$168,750, or \$61,250**



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**CONGRATULATIONS, and**

**GREAT WORK,**

**JONATHAN!**