

Be SPOTACULAR



2015 Fall Product Program
Troop Training

Changes for 2015

- New Trophy Nut product Sweet 'n' Crunchy Trail mix new price point, \$10. Replaces Tomato Basil Peanuts.
- TNOS and eNuts+ have one log-in
- Customizable avatar patch for nuts
- Customizable giraffe mascot patch for magazines
- Magazine orders automatically entered in TNOS/eNuts+ by council
- Parents can enter girl nut orders
- New Digital Magazine option—like Netflix for magazines



What is participation



Updated definition of "participation" for additional money-earning projects:

"50% of registered girls must earn the participation patch"

- Vetted and approved by the Product Sales GO Team of volunteers
- Applies to Fall and Cookies starting now



Early September

Girl & parent meetings

September 25

 ACH form, troop check & Troop Fall Product Chair Position form due to SUFPC

October 2

- Troops receive access to TNOS/eNuts+
- View/print TNOS/eNuts+ manual at www.girlscoutsla.org
- Order taking begins



October

October 16

- Nut orders due to troop
- Parents enter nut orders
- eNuts+ "Order Promises" for girl delivery end at 9 PM

October 17-18

TFPC enters orders in TNOS

October 30-November 2

Nut delivery to troops







November

November 1-8

Walkabouts and Lemonade Stands – no boothing!

November 8

Fall Product Program ends

November 9

 Parents and TFPCs receive QSP Girl's Online Sales Report email

November 13

Final day to enter allocations and troop-to-troop transfers

November 20

ACH debit to troop accounts



Fall Product Central Homepage



Nuts & Magazines

You Are Here: Home: Cookies & Nuts: Nuts & Magazines









(E-Nuts+ buttons will be live on 10/2)

(QSP button will be live on 10/2)









Note the 3 login links

- New troops open a bank account
- Turn in signed ACH Debit Authorization and Troop Fall Product Chair Position & Agreement forms to SUFPC
- Girls must turn in Parent/Guardian Permission & Responsibility
 Agreement
- Train girls and parents
- Review Safety Activity Checkpoints
- "Like" GSGLA Cookie & Nut Friends on Facebook



Parent & Girl Training Agenda





- Inspire! Encourage! Motivate!
- Fall Product Program is to generate start-up funds until Cookies gets here
- 5 Skills for Girls
- Troop and girl goals
- Dates and deadlines
- Money Handling



Materials p. 8

- Each girl receives
 - Order Card
 - Money Envelope
 - Family Letter
 - QSP Magazine Order Envelope
 - > Spread the Word Business Cards
- Each troop receives
 - Program Activity Poster
 - Envelopes
 - Receipt Book
 - GOC receipts





Online Access p. 8

- Two software programs
 - >TNOS/eNuts+ are now combined
 - **>QSP**
- **Troops** access TNOS through eNuts+ and use the combined sites to manage the Fall Product Program
- Parents/girls access eNuts+ and QSP websites to send emails to customers and create custom avatar/giraffe patches



eNuts+

Option of girl delivery (until Oct. 16) or ship to customer

Girl Delivery

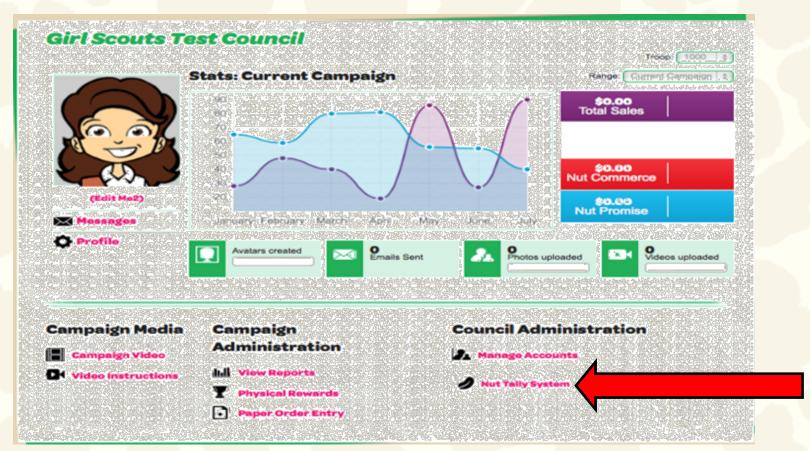
- Customers can order our 15 items
- Rolls into girl's nut order in TNOS
- Customer pays upon delivery, saving the shipping costs

Shipped:

- > 25 Girl Scout products, as well as gift items
- > Customer pays by credit card online
- > Girls/troops do not handle product or payment
- > Customer pays for shipping
- > Order is automatically entered into TNOS



- TFPCs will receive an email from TNOS/eNuts+ with log in information
- One troop login for both TNOS/eNuts+. Toggle between them by clicking on the Nut Tally System (TNOS) link



- Send parents an email with the eNuts+ link: www.gsnutsandchocolates.com/gsgla
- Girls create their Me2 avatar
- Send emails to friends and family
- Share on social media
- **New!** Parents can enter girl nut orders. TFPC still collects the order card to verify entries. Choose what works for your troop.







eNuts+ Avatar

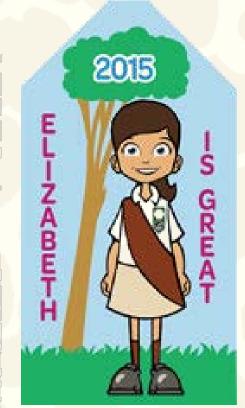
Girls create an avatar that looks just like them

 There are options for customizing everything: skin, hair, eyes, face, clothes, and shoes

• Girls earn a custom girl avatar patch when they sell \$175 in

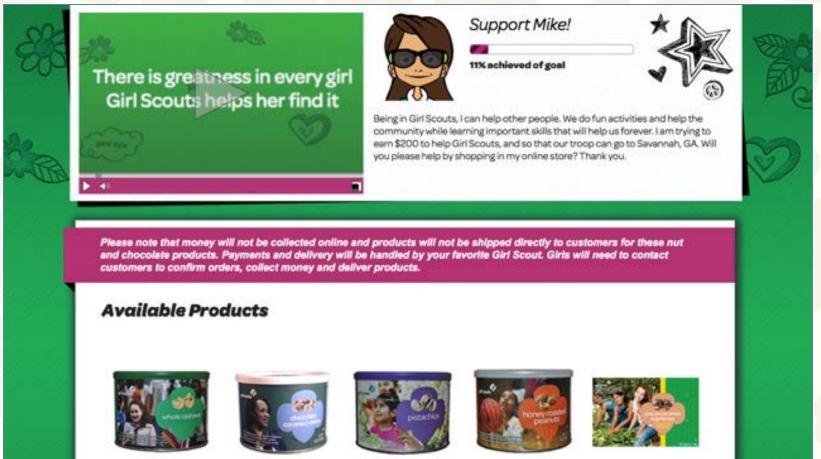
nut products!





Customer Landing Page





Available Products



Available Products











Whole Cashews View Details

Chocolate Covered Raisins View Details

Pistachios View Details

Honey Roasted Peanuts View Details

Pecan Supremes View Details











Peanuts View Details

Chocolate Toffee Almond View Details

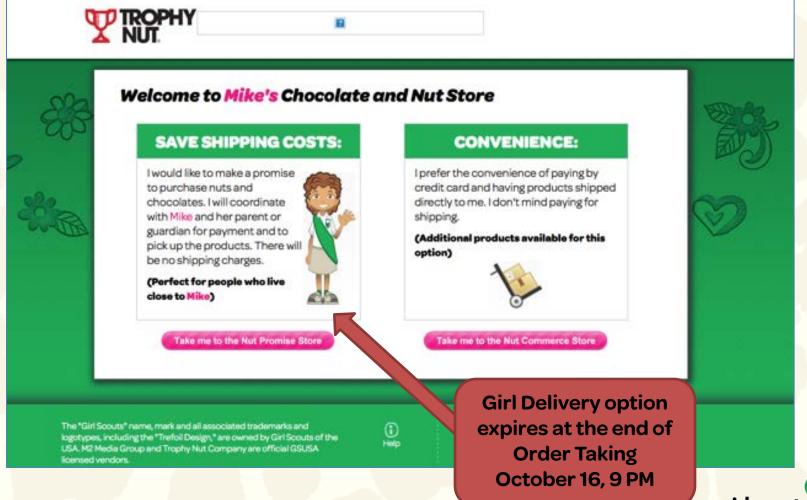
Dark Chocolate Covered Cashews View Details

Chocolate Covered Almonds View Details

Spicy Cajun Mix View Details

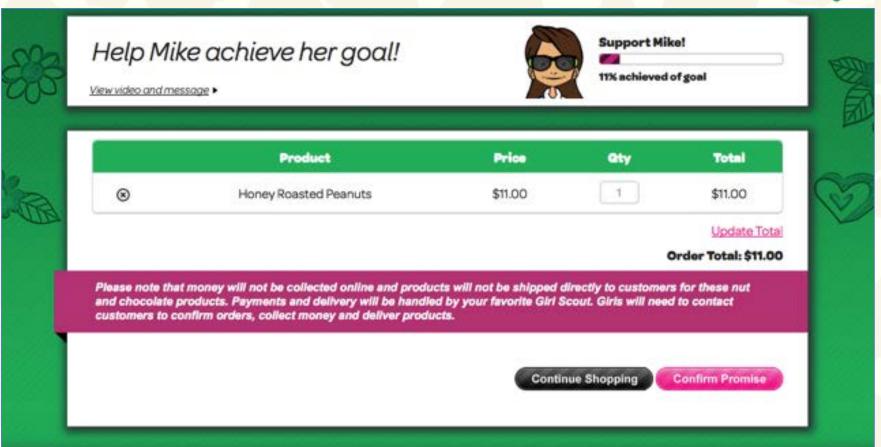
Promise or Shipping Options





Promise Confirmation







Promise Fulfillment Information



				change? Edit Your Cart	
				Order Total: \$11.00	
	t be collected online and products wil ents and delivery will be handled by y				
	collect money and deliver products.		~		
	Your Information				100
	First Name:	Last Name:			
	Address Line 1:			System	explains wl
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35	Address Line 2:				
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	Telephone: [xxx-xxx-xxxx]				
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Shipping Information



			Need to make a change? Edit Your Cart
			Sub-Total: \$11.00 Shipping: \$10.00 Order Total: \$21.00
Shipping Method	Billing		Payment
UPS 2nd Day Air w/loe - \$10.00 recommended	First Name:	Last Name:	Credit Card Type
Change method	Address Line 1:		Credit Card Number
Shipping Tress			Expiration Date
Mike Donna 1 Jones Lane	Address Line 2:		() ()
Tipp City, OH 123 asygdakg@aol.com	City:	State: Zip Cod	le: Code (What is this?)
Change Address	Telephone: [xxx-xxx-xx	xxx]	Trustwave Trusted Commerce Clock to Vandage
	E-mail Address:	_	VERRED & SECURED
	U would like to recei		out

method to save \$\$\$

Trophy Nut Products

- 15 products plus GOC on the order card
- Four price points: \$5, \$7, \$9 and \$10
- One new product at new \$10 price point!
 - Sweet –n-Crunchy Trail Mix
 - 20 individual packs





Peanut Butter Monkeys



Dark Chocolate Sea Salt Caramels



Each troop receives one sample box









Butter Toffee Peanuts #1 Seller!

Spicy Cajun Mix



Fruit Slices





10 oz. (U)D

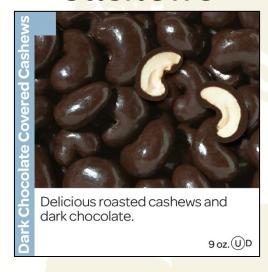




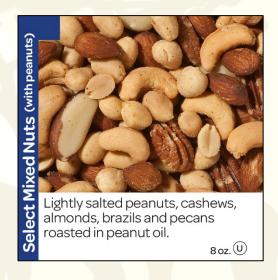


Cranberry Trail Mix

Dark Chocolate Cashews



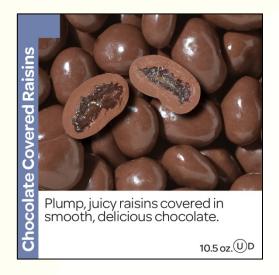
Select Mixed Nuts





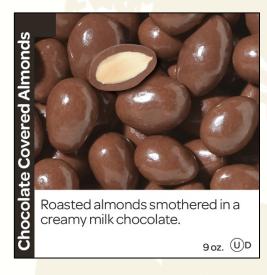




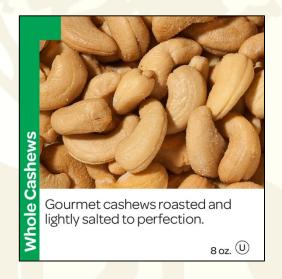


Chocolate Raisins

Chocolate Almonds



Whole Cashews









Peppermint Bark



Pecan Supremes



Mint Trefoils





Sweet-n-Crunchy Trail Mix





20 individual packs of peanuts, almonds, honey roasted peanuts, chocolate, raisins and ODD sunflower kernels! Yum! 20-.75 oz packs





www.girlscoutsnutsandchocolates/admin

- Enter quantities by
 - ➤ Initial Booth Order (products can be transferred and you can order extras for the troop)
 - > or by girl (can not be edited)
- Add girl orders together to make one troop order
- Orders do not have to be in whole cases, but you might want to round up if you need 9 or more of any one product
- This is the only order, so order a little extra, especially the most popular items
- Allocate to girls after your enter the troop order



Placing an Order in TNOS (Initial Booth Order)

Troop Order Add

Order Information	Value
Туре	● Initial Order ● Initial Booth Order (Extras for your Troop) ● Assign Booth / Cupboard Orders to Girls
Troop Number	99991 ▼

This is an important choice.

Preserve your ability to
move product!

Products

Description	Retail Cost	Units Ordered
Gift of Caring	\$5.00	0
Butter Toffee Peanuts - GS44111	\$5.00	36
Spicy Cajun Mix - GS44221	\$5.00	14
Fruit Slices - GS44184	\$5.00	12
Tomato Basil Peanuts GS44831	\$5.00	12
Peanut Butter Monkey- GS12271	\$5.00	24
Dark Chocolate Sea Salt Caramels GS12272	\$5.00	30
Cranberry Trail Mix- GS44104	\$7.00	17
Dark Chocolate Covered Cashews-GS44344	\$7.00	24
Select Mix Nuts (With Peanuts) - GS44261	\$7.00	15
Chocolate Covered Raisins- GS44195	\$7.00	12
Chocolate Covered Almonds- GS44227	\$7.00	12
Whole Cashews - GS44206	\$7.00	12
Peppermint Bark - Whimsical SnowflakeTin - GS21775	\$9.00	5
Pecan Supremes - 4 Penguin Tin - GS21295	\$9.00	9
Mint Trefoils - 2014 GS Tin - GS23281	\$9.00	7
Total Produc	cts Ordered	234

Enter the troop's entire order as a whole.



Placing an Order in eNuts+ (by Girl)





Allocating Girl Orders in TNOS

Troop Order Add

Order Information	Value
Туре	○Initial Order ○Initial Booth Order (Extras for your Troop) •Assign Booth / Cupboard Orders to Girls Additional ▼
Troop Number	99991 ▼
Girl	Lucy Monniker ▼ Add
Age Group	Daisy ▼

Here is the detail for what can be allocated to girls.

Products

Description	Retail Cost	Available Units	Units Ordered	
Gift of Caring	\$5.00	0	2 *	
Butter Toffee Peanuts - GS44111	\$5.00	72	16	
Spicy Cajun Mix - GS44221	\$5.00	21	5	
Fruit Slices - GS44184	\$5.00	18	2	
Tomato Basil Peanuts GS44831	\$5.00	24	3	
Peanut Butter Monkey- GS12271	\$5.00	39	9	
Dark Chocolate Sea Salt Caramels GS12272	\$5.00	54	12	
Cranberry Trail Mix- GS44104	\$7.00	33	4	
Dark Chocolate Covered Cashews-GS44344	\$7.00	48	5	
Select Mix Nuts (With Peanuts) - GS44261	\$7.00	33	4	
Chocolate Covered Raisins- GS44195	\$7.00	36	7	
Chocolate Covered Almonds- GS44227	\$7.00	29	0	
Whole Cashews - GS44206	\$7.00	31	0	
Peppermint Bark - Whimsical SnowflakeTin - GS21775	\$9.00	12	0	
Pecan Supremes - 4 Penguin Tin - GS21295	\$9.00	14	0	
Mint Trefoils - 2014 GS Tin - GS23281	\$9.00	16	0	
	Total Products Ordered			



Selling Guidelines

- Girls may do walkabouts (door-to-door sales) and lemonade stands (a booth at a private residence where the girl resides) Nov. 1-8.
- No booths on commercial property.
- Troops must not solicit booths; your SU is working on cookie booths right now.
- No cupboards. Troops that do not place an order on time CANNOT expect to get product later.
- Troops should order extra product if they think girls will continue to sell.



QSP Magazine Subscriptions

- Parents visit <u>www.girlscoutsla.org</u> and click on the QSP Online Program button
- Girls set up their accounts, send out emails and customize their giraffe.
- Girls earn the customized giraffe patch for \$175 in magazine sales!
- QSP has the best customer service in the business! Call their 800 number for any issues.





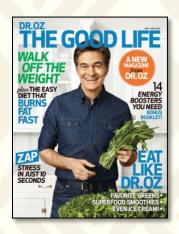




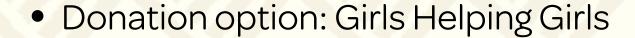
Food Network, HGTV & Dr. Oz in Fall 2015







- Magazine Gift Card options
 - \$20, \$25 and \$50







How to Participate

Online Ordering

- Participants register or login (returning girls) at http://girlscouts.qspgao.com/greaterla
- Click Compose Message
- Set Goal for customers to see
- Customize message
- For best results, upload your picture or create a video







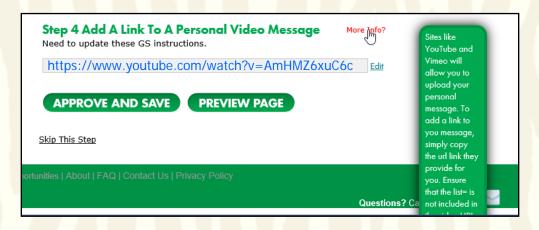
Troop/Girl Custom Sales Videos

- 1. New way to customize the message.
- 2. Shoot video
- 3. Upload on hosting site





4. Copy URL and Paste here





Prospects are 72% More Likely to purchase a product or service when video or picture is used.

Video decreases the time it takes a viewer to make a buying decision by over 70% (Wharton School of Business)

Sending Emails to Family & Friends

- Click Manage Contacts
- Upload or manually enter addresses
 - Previously entered email addresses accessible
 - Order history from Fall 2014 available



Encourage girls to send out emails right away!

Let time work for you.

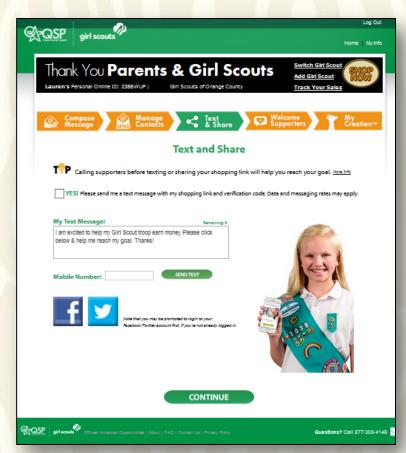
Customers need to respond by November 8



Text & Share Feature

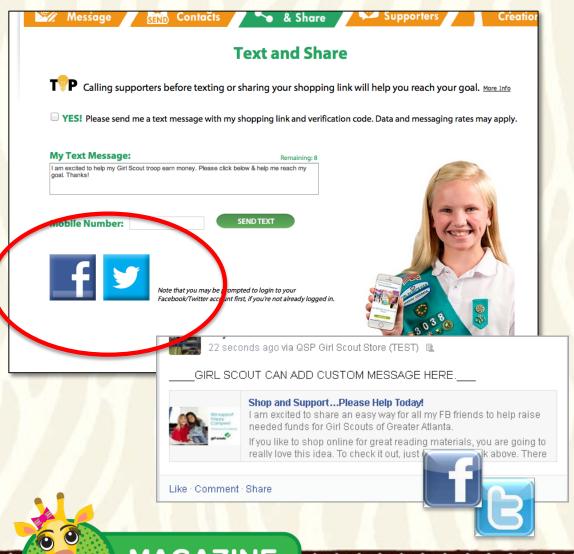
- Click Text & Share
- Create your text message
- Girl/parent sends verification text to girl's/parent's phone
- Once verified, active link received to be forwarded to friends and family







Facebook & Twitter



Opportunity to reach broader network of family and friends!



MAGAZINE ONLINE PROGRAM

Spreading the Word

- Include assigned Girl Online ID
 OR name & troop number on
 each "Spread the Word" card.
- Distribute "Spread the Word" cards to customers who can go online to girlscouts.qspgao.com and order magazines.





MyPatchCreation™

- Girls who reach \$175 in online magazine sales earn their own personalized patch, with her name date and MyCreationTM image
- Email automatically sent to registered email address link to create/edit patch.
- Parent provides shipping address
- Patch is shipped directly to the girl in 4 to 6 weeks







- Troops earn 25% of the purchase price on nut products, including all eNuts+ items.
- Troops earn 20% of the subscription price of magazines.
- These are highest troop proceeds in the country.
- Fall Product is about funding the troop until cookies.





Rewards p. 15

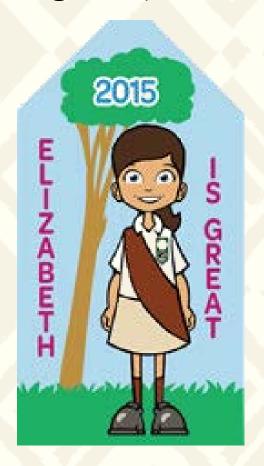
Rewards are "unitized" whether girls sell nuts or magazines

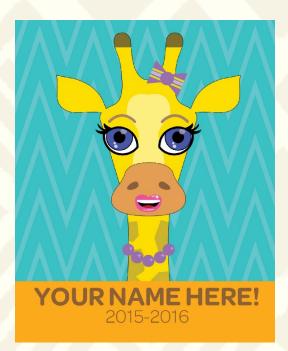
• Troop reward: Average 45 units per girl to earn a movie ticket for



Rewards - New Customized Patches!

- Girls earn avatar patch for selling \$175 in nut products
- Girls earn giraffe patch for selling \$175 in magazines





- Customers purchase nut products to donate
- Girls need to sell this concept
- Ideal for customers who do not want a product, but do want to support their favorite Girl Scout
- "Virtual" donation—customers and girls do not order or handle the product
- GOC donations count towards rewards like all sales
- Can only be recorded during Initial Order phase (through Oct. 16)







- October 30 November 1
- Be on time!
- Count, count, & recount. Get a receipt to confirm your delivery.
- Take orders straight home
- Have parents sign receipts for the girls' orders
- Store product properly. <u>Melted chocolate is not considered damaged.</u>







Returns, Exchanges & Transfers

- No returns
- Replace damaged product at a service center
- No exchanges
- SU can facilitate troop-to-troop transfers as the only method to change a troop's order
- TNOS only allows transfers of "Initial Booth Order" product









- Payment is collected only when product is delivered
- Troops may use their CC reader from prior sales
- Receipt every transaction
- Record girl payments in TNOS
- Understand girl responsibility vs. troop responsibility
- \$300 maximum debt limit
- Troops deposit money promptly and frequently
- One ACH debit, November 20
- Troops will be "pinged" \$1 via ACH, which will be credited to the troop as a payment
- ACH failures will result in \$25 administrative fee

Enter in TNOS:

- Bank information
- Girl allocations
- Girl payments to troop
- Verify troop transfers entered for you by SUFPC
- Verify magazine orders after November 9

Enter in eNuts+:

- Add girls as needed
- Girl orders and Gift of Caring





- Contact check's maker as soon as possible to try to resubmit check
- If necessary, forward original or bank copy to council within 3 business days
- Submit Discrepancy Reports at end of program if parents owe money
- Follow detailed guidelines from your Troop Guide



 If you receive a serious product complaint, call the Customer Care Hotline:

213-213-0123

- "Contain" the situation
- Gather relevant information
- Fill out an Incident Report
- Refer all media inquiries to the council



Finish strong!

- Allocate all products down to zero
- Verify Troop-to-Troop transfers so you pay council the exact right amount
- Record Gift of Caring donations
- Verify magazine subscriptions in TNOS
- Deposit money no later than Nov. 16
- Turn in Discrepancy Reports as necessary
- Celebrate your girls' successes!
- Rewards should be ready in January

Our council's success is due to your efforts...







