

JUNIOR CUSTOMER INSIGHTS BADGE

Badge Purpose: When girls have earned this badge, they'll have a better understanding of their cookie customers.

Activity Plan Length: 1.5 hours

Time	Activity	Materials Needed
15 minutes	Getting Started <ul style="list-style-type: none"> Girls recite the Girl Scout Promise + Law. 	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster
20 minutes	What Do Customers Want? <ul style="list-style-type: none"> Girls do some research to find out what customers want. 	None
20 minutes	Customer Role Play <ul style="list-style-type: none"> Girls learn how to interact with cookie booth customers. 	<input type="checkbox"/> Notecards with customer examples <input type="checkbox"/> (Optional) Props, accessories, costumes, and clothes to add fun to the role play
25 minutes	Blinged-out Booth Sales <ul style="list-style-type: none"> Girls find out who buys cookies and why. 	<input type="checkbox"/> Grocery store flyers <input type="checkbox"/> Magazine ads for a variety of products <input type="checkbox"/> Paper <input type="checkbox"/> Writing utensils <input type="checkbox"/> Markers <input type="checkbox"/> Scissors <input type="checkbox"/> Glue <input type="checkbox"/> Glitter and other fun, bright decorating materials
10 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends song lyrics poster

Getting Started

Time: 15 minutes

Materials Needed: (Optional) Girl Scout Promise and Law poster

Welcome everyone to the meeting, recite the Girl Scout Promise and Law.



Activity #1: What Do Customers Want?

Time: 20 minutes

Badge Connection: Step 1 – Ask an expert what customers want

Prep Needed:

- A few weeks before your meeting, arrange to have a sales or marketing professional, or business owner to come to your meeting.
1. Introduce your special guest to the girls. Tell them that your guest speaker will be chatting with them today about how she figures out what customers want. Ask the girls to think of questions they might have as the speaker shares her story.
 2. Reserve a few minutes of the activity for girls to ask the guest speaker questions. If the girls are stumped about what to ask, here are some possible topics to discuss:
 - Were you a Girl Scout? Did you sell cookies?
 - What skills did you learn as a young girl that you still use today when working with customers?
 - Can you give us some tips about selling?

Activity #2: Customer Role Play

Time: 20 minutes

Badge Connection: Step 4 – Learn from people who don't buy; Step 5 – Listen for clues and ask great questions

Materials Needed: Notecards with customer examples; (optional) props and accessories or costumes to add fun to the role play

Prep Needed:

- Write down potential customers on note cards (one per card). Include:
 - Older person/grandparent
 - Business person
 - Mom/dad/guardian
 - Someone who is allergic to nuts
 - Family member over the phone
 - A brand-new customer
 - Someone who doesn't like chocolate
1. Direct girls to get into pairs and give each pair a notecard.
 2. Have one girl pretend to be the customer written on the card and the other girl pretend to be a Girl Scout selling cookies. For example: the notecard reads, "Grandparent." The girl with the card will play the role of the grandparent and the other girl will play the role of a Girl Scout trying to sell cookies to her grandparent.
 3. Have partners switch roles and then switch note cards with other pairs.
 4. After the girls have tried a variety of scenarios, ask them to think of other customers they might sell to, including those who may say no. Hearing people say no to cookies is a part of selling. Use each "no" to learn more about customers. Ask the girls to think about how to handle a situation when a customer says no to buying cookies. What might they say to this customer? Ask girls to think about what they would say to each statement below. They may choose to role-play more with the scenarios below or discuss it openly with the group.
 - My kids aren't at home anymore and they were the ones who mostly ate the cookies.
 - I don't eat cookies because they aren't healthy.
 - I really don't like chocolate.
 - I already bought a box from someone else.
 - I can find cheaper cookies at the grocery store.



Activity #3: Blinged-out Booth Sales

Time: 25 minutes

Badge Connection: Step 2 – Do some research at the grocery store; Step 3 – Find out who buys cookies and why

Materials Needed: Grocery store flyers; magazine ads for a variety of products; paper; writing utensils; markers; scissors; glue; glitter and other fun, bright decorating materials

1. Spread the grocery store flyers and magazine ads out for girls to look at.
2. Have girls look at the various flyers and magazine ads and discuss what catches their eyes first and why.
Some possible topics for discussion:
 - Does it come in a fancy package or wrapping?
 - Is it the words or a catchy slogan in the advertisement that caught your eye?
 - Does it seem like a good deal?
 - Do they support a good cause?
3. Using what the girls determined from the advertisements, have girls begin to think about how they can sell more cookies by decorating a new sign for their cookie booth. Give them some time to create a sign using the insights they've gained from looking over the flyers and ads.
4. Optional: If your troop is not participating in a booth sale, have them design their own blinged-out cookie carrier box to tote cookies for their door-to-door sales.

Wrapping Up

Time: 10 minutes

Materials Needed: (Optional) Make New Friends song lyrics poster

Close the meeting by singing Make New Friends and doing a friendship circle.

More to Explore

- Field Trip Ideas:
 - Take a trip to your local grocery store. Take note of how goods are displayed to attract shoppers' attention. Note any signage or other marketing materials that catch your eye. See what you learn about setting up your cookie booth to attract future cookie customers' attention to increase sales.
- Speaker Ideas:
 - Invite older Girl Scouts to the troop meeting to share their cookie sales experiences and ideas.
 - Invite a customer service professional to the meeting to share customer service tips.

