

Business Skills and the Cookie Program

Participating in the Girl Scout Cookie Program allows girls to develop skills that will benefit them throughout their personal and professional lives, while also having a great time. Many Girl Scout alums credit participating in the Cookie Program as one of their first steps to success. How cool is that?

This handout will help guide you and your troop in developing these skills that will set you up for success. By completing the following activities, your troop will have also met the requirements for the 2019 Girl Scout Cookie Sale Activity Pin!

The five business skills the girls will be exposed to are:



**GOAL
SETTING**



**DECISION
MAKING**



**MONEY
MANAGEMENT**



**PEOPLE
SKILLS**



**BUSINESS
ETHICS**



The 2019 Cookie Sale Activity Pin

The Cookie Activity Pin is available for purchase in any Girl Scout Shop or online. Each year the pin is a different color and the pin can be moved up a girl's current uniform. The 2019 pin is purple, and is worn on the front of her uniform.

This handout includes:

- ◆ The 5 business skills, explained
- ◆ Goal setting instructions and worksheet for girls
- ◆ A Build a Sparkles activity which helps girls learn how to ask customers to buy cookies as they build the 2019 mascot
- ◆ A Cookie Jar Law activity which teaches girls how the Girl Scout Promise and Law applies to the Cookie Program





The 5 Business Skills, Explained

The Girl Scout Cookie Program is the largest girl-led business in the world. It's packed full of traditions and once-in-a-lifetime opportunities for the girls, and teaches them valuable business skills. As they continue to participate through the years, they can hone these skills to become inspiring business leaders.

Goal Setting

Establishing a goal can include the number of packages she wants to sell, a project or trip planned, a reward, or an experience. When a girl sets a goal, it teaches her to establish a standard of her own—one she knows she will do her best to achieve. She can apply this goal-setting skill to school, work, life, and beyond.

What did the girls sell last year? Can you increase it? Is it doable?

What would the troop like to do with the cookie proceeds? How many cookies would the troop need to sell? Is it doable?

Decision Making

Running a business is all about working with others to make smart decisions. Decisions may include how the troop will use its money, how the troop will decorate their cookie booth, or what role each girl will take at a cookie booth. This practice of problem-solving teaches girls to make decisions based on the input of the troop, and is a key skill of a good leader.

How will your troop be selling cookies? Door-to-door, at cookie booths?

Where will they be selling? At a council-arranged booth, troop-arranged booth, mobile sales? If door-to-door, which neighborhoods?

Walk through the Safety Guidelines with the troop.

Money Management

Learning to budget and understanding the value of a dollar is a life skill girls need in order to make smart financial decisions now and in the future. They begin by taking orders, handling customers' money, and tracking sales goals. These hands-on lessons in financial literacy, business, and entrepreneurship are what makes the Cookie Program so successful for girls.

Is your troop comfortable identifying cash and making change?

For the troop goal, how many boxes do they need to sell? Track sales weekly (use the money that is turned in to the troop) to keep the girls involved with selling.

If they reach their sales goal early, encourage them to keep selling! Explain about saving money for future troop activities or creating a rainy day fund.

People Skills

Learning how to talk to, listen to, and work with all kinds of people while selling cookies is important. These experiences allow each girl to develop healthy relationships and conflict resolution skills that she can use throughout her life. This is a true example of how Girl Scouting builds girls of courage, confidence, and character.

Are your girls able to talk to people? Many girls find this difficult, at least at first. They are bouncy and sociable in meetings, but once they are in front of strangers, they can clam up and be as shy as ever. To help fix this, have girls practice their elevator pitch (a succinct and persuasive sales pitch to sell cookies) within a meeting.

Business Ethics

“I will do my best to be Honest and Fair...” Her Cookie Program business ethics reinforce the positive values she is developing as a Girl Scout, and this becomes second nature to the girls as an individual, a troop member, and as an integral part of their community. The standard of ethics the girls learn in the Cookie Program is what makes this all-girl business an essential part of Girl Scouting.

Each aspect of the Girl Scout Law applies to the Cookie Program:

- ◆ **Honest and Fair:** Girls need to be honest when answering customer questions and handling their money. Fairness comes around that every girl gets the chance to sell cookies individually and as a troop.
- ◆ **Friendly and Helpful:** Girls should be making eye contact and saying hello when selling cookies. This helps customers feel connected and appreciated.
- ◆ **Considerate and Caring:** Being considerate of the customers by using good behavior and saying thank you, while taking turns with other girls in their troop.
- ◆ **Courageous and Strong:** Being brave enough to speak with customers and asking them to purchase from them.
- ◆ **Responsible for What I Say and Do:** If girls sign up to work at a booth, they should be showing up on time, ready to jump in. If a girl runs out of a type of cookie, and tells the customer that she will be right back, she should honor her word. Girls should be able to follow through.
- ◆ **Respect Myself and Others:** Respecting themselves by dressing professionally and wearing their vest or sash.
- ◆ **Respect Authority:** Girls should be listening and following the direction of the troop adults both at the booth and on the door-to-door sales.
- ◆ **Use Resources Wisely:** Keep selling materials together to avoid having to scramble when a cookie booth comes up. Make sure unsold cookies are transferred to another girl or troop that can sell them to save a trip to the cookie cupboard.
- ◆ **Make the World a Better Place:** Consider participating in one of the cookie donation programs. Leave your booth area cleaner than you found it.
- ◆ **Be a Sister to Every Girl Scout:** Girls work together as a team. Each girl does the best she can selling cookies to make the troop stronger and give the troop more opportunities with the funds they earn.

Goal Worksheet Instructions

Materials Needed

- ◆ Goal worksheet (1 per girl)
- ◆ Pencils
- ◆ Sales numbers from previous Cookie Program

How to use the worksheet

Each girl should have her own worksheet that she can fill in as part of the troop.

Talk to your troop about setting individual goals. If your troop participated in the Cookie Program last year, have the individual and troop sale numbers available.

- ◆ Do your girls think they can sell more individually?
- ◆ Do you girls think they can sell more as a troop?
- ◆ Are there any circumstances that affected their sales from last year?

Individual goals

Have the girls check the rewards. Is there something that she has her eye on? Is she hoping for a camp experience? Cookie Credits are great to use for council events and camps, plus they can also be redeemed at the Girl Scout shops.

Troop goals

What would your troop like to do with the cookie money they earn? The base troop proceeds for a package of cookies is \$0.80. Troops with a per girl average (PGA) of 220 packages and up will earn \$0.85 per package. Ask the girls what they would like to do as a troop with the money the troop earns. A special dinner and a play? An amusement park adventure? A weekend troop getaway? A field trip for badge work? A service project? Help the girls do the math to find out how many packages of cookies they will need to be sold to achieve their goal.

Checking in

Once the goal is set, let the girls know weekly where the troop is in reaching the goal. Remember, only the cookies sold count toward the goal as the troop may have inventory that still isn't transferred to girls. In order to avoid confusion, use the amount of money that is turned into the troop and divide by \$5 for the total packages sold. On the right-hand side of the sheet, have each girl keep track of her progress throughout the sale.



New troops

You may find yourself running into some hesitant parents since selling Girl Scout Cookies is a whole new process, and they don't want to have girls get in over their heads.

You can check to see what the average girl sold in their grade level last year page 9 of this packet. Does that amount seem reasonable? If not, don't be afraid to set a goal that is attainable for girls in your troop.

_____ 's Goal Worksheet



Skills learned:



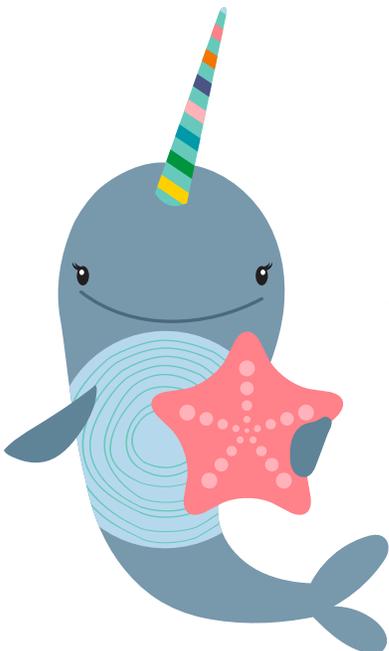
GOAL
SETTING



DECISION
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MONEY
MANAGEMENT



My progress:

Week 1 _____

Week 4 _____

Week 2 _____

Week 5 _____

Week 3 _____

Week 6 _____

My goal is to sell _____ cookie packages.

Our troop goal is to raise money for:

Ways we are going to sell:

Last year, I sold _____ cookie packages.

Last year, my troop sold _____ cookie packages.

Roleplay Scenarios



Door-to-Door Sales

One of the most daunting things for beginner sellers is approaching customers to ask them for a sale. The more you have the girls roleplay the situation, the more comfortable they will become! Remind girls that they should always have an adult/parent with them while they sell, but it is up to the girl to sell the cookies, not the adult.

Have the girls pair off and take turns being the customer and the cookie seller. If you have a door available in your meeting room/space, use it! This will add to the fun. The seller will get to knock on the door, and the customer will get to answer it.

Example scenario:

Seller knocks on the door. Customer answers.

Seller: “Hi, would you like to buy some Girl Scout Cookies?”

From there, the customer will be able to ask anything such as:

- How much is a package?
- What varieties do you have?
- What is your goal?
- Why are you selling cookies?
- Where does the money go?

Have the customer purchase cookies

- How many packages?
- How much will that cost?

The seller should always thank the customer for purchasing cookies. If the customer has already purchased from another girl, the response should be “Thank you for supporting Girl Scouts.” If the customer is not purchasing, stress upon the girls to still say thank you.

Booth Sales

A Cookie Booth is typically run by 2-6 Girl Scouts (sometimes a limit of girls is placed by the hosting business).

- ◆ Stress the importance of behaving like good businesswomen.
- ◆ Roleplay the booth scenario: What are the roles needed? Do all the girls go behind the table? Are they all squished together? What is acceptable behavior?
- ◆ Have the girls take turns both selling in a booth and being the customer. Talk about what is different and what is the same.
- ◆ Once the girls are able to do the four steps below they can build Sparkles the narwhal!
 1. Ask for the sale.
 2. Explain your individual and troop goals.
 3. Talk about what the money does for Girl Scouts.
 4. Thank the customer regardless of sale..

Build Sparkles the Narwhal Activity



Skills learned:



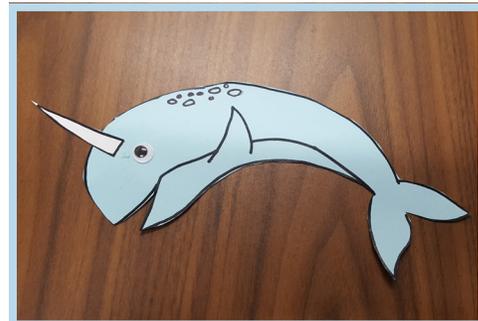
PEOPLE
SKILLS



MONEY
MANAGEMENT

Objective:

- ◆ **People Skills:** Girls will be comfortable talking to people about the Cookie Program.
- ◆ **Money Management:** Girls will be able to talk about their goals and where the cookie money goes.



Materials Needed:

- ◆ Scissors (one per girl)
- ◆ Cardstock, scrapbook paper, or construction paper (white & blue or gray)
- ◆ Glue stick
- ◆ Googly eye (optional)
- ◆ Black fine-tipped markers for her spots. Fancy narwhals may have sequins!

Instructions

Girls will build their own Sparkles the Narwhal while you lead them through role-playing interactions with customers.

- ◆ **Body:** Introduction and ask for the sale
- ◆ **Tusk:** What are you selling cookies for? (You and your troop's goal)
- ◆ **Eye/Googly Eye:** Where does the money go in Girl Scouts? (It funds programs, helps upkeep of camps, helps with financial aid, etc.)
- ◆ **Spots:** Thank the customer

1. Print out the templates and have the girls trace and cut out the pieces on their scrapbook or construction paper.
 - The grey/blue paper will be used for the narwhal body.
 - The white paper will be used for the tusk and eye.
 - As they are cutting out pieces discuss the topics above for each piece, such as how to introduce yourself and ask customers to purchase cookies while they are cutting out the body. The girls can then use the black fine tip marker for drawing the fin and lines on the body. Review the topics for each piece until the girls have the pieces they need.
2. After cutting out the pieces, the girls can glue the eye or googly eye on the head. Then, using the black fine tipped marker, draw eyelashes on the head.
3. Glue the tusk on top of the head.
4. Draw in circles on Sparkles back, (or glue sequins)
5. Now, the girls have their own Sparkles to use so they don't forget how to make their pitch, tell the customers about their goals and where the money goes!

The Cookie Jar Law Activity

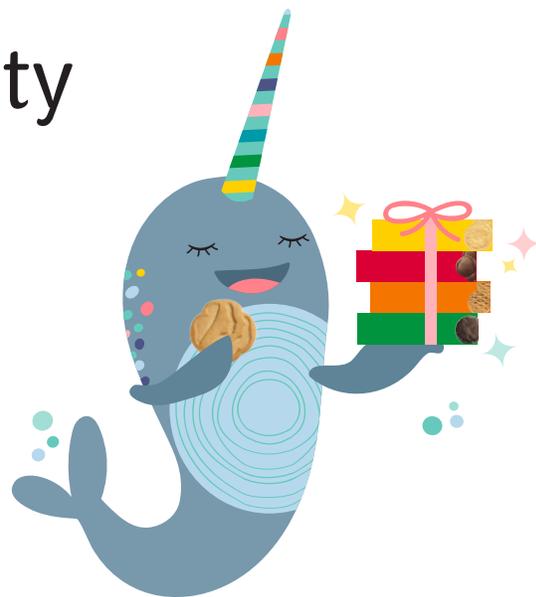
Skill learned:



**BUSINESS
ETHICS**

Materials Needed:

- ◆ Sheet of cookie printouts
- ◆ Cookie jar printout
- ◆ Masking tape
- ◆ Packing tape (optional)
- ◆ Pen or marker
- ◆ Envelope or lunch-size paper bag



Instructions

1. Cut out the cookie jar and the cookies. You can laminate the cookies using packing tape.
2. On the back of each cookie identify the cookie with the name and part of the Girl Scout law with masking tape.
 - ◆ Thin Mints®: Honest & Fair
 - ◆ Caramel deLites®: Friendly & Helpful
 - ◆ Peanut Butter Patties®: Considerate & Caring
 - ◆ Lemonades™: Courageous & Strong
 - ◆ Peanut Butter Sandwich: Responsible for what I say and do
 - ◆ Thanks-A-Lot®: Respect myself and others, respect authority
 - ◆ Shortbread: Use resources wisely
 - ◆ Caramel Chocolate Chip: Make the world a better place
 - ◆ Girl Scout S'mores®: Be a sister to every Girl Scout
3. Tape the cookie jar on to the bag/envelope.
4. Have girls take turns randomly picking a cookie from the cookie jar. Have her identify which cookie she has chosen. On the back of the cookie, there should be a section from the Girl Scout Law (listed above). Discuss how that law applies to what you do in the Girl Scout Cookie Program as a businesswoman.
5. See earlier in this packet for how each aspect of the Girl Scout Law applies to the Cookie Program.



Girl Scouts River Valleys' Per Girl Average (PGA) for Cookies Sold in 2018



Average number of package sold per girl at Girl Scouts River Valleys in 2018

Cookies to cut out for the Cookie Jar Law Activity



Cookie Jar Cutout for the Cookie Jar Law Activity



Cutouts for the Build Sparkles the Narwhal Activity

