



## Cookie College

Enjoy a fun-filled day with great activities and ideas while learning skills to become a Cookie Super-Seller! Girls will have fun with interactive sales techniques as well as discovering their cookie talents. They will set goals, sample cookies, and learn how to actively promote their cookie business.

**Program Grade Level:** Girl Scout Cadette, Senior, Ambassador

**School Grade(s):** 6–12

**Program Essentials Focus Area:**

- Career Literacy
- Cultural Literacy
- Financial Literacy
- Healthy Living
- Leadership Progression

**Program Duration:** 2+ hours

**Optimal Setting:** Large gathering place (like a gym) with classrooms or other smaller areas for breakout sessions

**Optimal Group Size:** 50–250

**Learning Objectives:**

- Develop communication and sales skills necessary to be successful in the Cookie Program.
- Understand how the Cookie Program can help reach other goals.
- Learn about goal-setting and strategies to expand a cookie business.
- Learn and develop new, creative ways to market a cookie business.

**Outcome Indicators:**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Girls develop strong sense of self          | <input checked="" type="checkbox"/> Girls gain practical life skills         |
| <input checked="" type="checkbox"/> Girls seek challenges in world              | <input type="checkbox"/> Girls develop healthy relationships                 |
| <input checked="" type="checkbox"/> Girls promote cooperation and team building | <input type="checkbox"/> Girls can resolve conflicts                         |
| <input checked="" type="checkbox"/> Girls identify community needs              | <input checked="" type="checkbox"/> Girls are empowered to make a difference |

**Award Requirements met**

1. Cookie Pin: Steps 1 and 4
2. Girl Scout Cadette Cookie Business Badges: Think Big—Steps 1 and 2
3. Girl Scout Senior Cookie Business Badges: My Portfolio—Steps 1 and 2
4. Girl Scout Ambassador Cookie Business Badges: R&D—Steps 4 and 5

**Additional Information and Resources:**

1. Cookie webpage for Girls and Families: [GirlScoutsRV.org/Cookies](http://GirlScoutsRV.org/Cookies)
2. Cookie resources for volunteers can be found at [Volunteers.GirlScoutsRV.org](http://Volunteers.GirlScoutsRV.org) under applicable role/position pages

## Program Overview

Time	Activity	Description	Materials Needed
30–60 minutes	Setup	Set up station activities with supplies and check-in area, post signage, set up laptop/projector, sound system for rally portion	<ul style="list-style-type: none"> <li>• Materials for each of the six stations</li> <li>• Microphone</li> <li>• Signage</li> <li>• Check-in roster</li> </ul>
10 minutes	Welcome	Welcome girls, break into smaller groups, and give directions for the day.	
18 minutes	GOAL SETTING	Girls will learn about goal-setting and personalize a T-shirt to show their super-selling personality. Add personal goal setting	<ul style="list-style-type: none"> <li>• T-Shirts</li> <li>• fabric markers or permanent markers</li> <li>• Optional: fabric glue</li> <li>• Optional: rhinestones</li> </ul>
18 minutes	BEACH BALL SALES PITCH	Learn how to approach customers, practice sales pitch to increase preparation and confidence	<ul style="list-style-type: none"> <li>• Blow up beach balls with sales pitch scenarios written on balls</li> </ul>
18 minutes	COOKIE SAMPLING	Girls will review the different kinds of cookies, learn how to describe them to customers, review/ discuss frequently asked questions from customers	<ul style="list-style-type: none"> <li>• Cookies</li> <li>• Recipes</li> <li>• Trail Mix ingredients</li> <li>• Plastic sandwich bags</li> <li>• Napkins</li> </ul>
18 minutes	ADVERTISING & MARKETING	Girls will analyze magazine ads and then create a brochure to market their skills and talents.	<ul style="list-style-type: none"> <li>• Paper</li> <li>• Markers</li> <li>• Magazine ads</li> </ul>
18 minutes	SELLING STRATEGIES	Girls will learn the Top 10 Cookie Selling Strategies.	<ul style="list-style-type: none"> <li>• Laminated</li> <li>• Ribbon</li> <li>• Notecards/gift tags</li> <li>• Fine point markers/pens</li> </ul>
18 minutes	Optional Activity: PROMOTION	Girls will learn and discuss new and innovative ways to promote their cookie business.	<ul style="list-style-type: none"> <li>• Promotion handout</li> <li>• Note cards</li> <li>• Pens</li> <li>• Markers</li> </ul>
10 minutes	Clean-up/Closing	Participants meet for closing	

**Possible adaptations (special needs, materials, etc.):** Girls sample cookies for this event. Please be aware of girls who may have potential food allergies and prepare an alternative snack as necessary.

**Notes to the facilitator:** Please keep in mind there are several activities in this event; however, there are a few discussion activities as well. Try to alternate between activity stations and discussion stations while setting up to allow for an optimal and fun learning experience. Each station is approximately 18 minutes; allow two minutes between each activity to rotate stations. Pre-order T-shirts with “GSCC” on front in a collegiate-type font. If ordering special T-shirts is not possible, plain T-shirts will work as well.

## First topic to cover: Goal Setting

**Background information:** SMART Goals – How do you know what kind of goals to set? The whole point of setting goals, after all, is to achieve them. The best goals are the following:

**S**—specific

**M** –measurable

**A** – attainable

**R** – relevant/realistic

**T**—time-based, timely, tangible

This provides a broader definition that will help you to be successful in both your business and personal life. This goal process is highly effective at allowing you to set and achieve specific smart goals that have definable steps and actions.

### Specific

- Well defined. Be very specific with about the goal you want to achieve.

### Measurable

- How will you know you succeeded? Ask questions like “how much?” and “how many?”

### Attainable

- Is this goal possible to achieve?

### Relevant/Realistic

- Does this goal have a reason behind why you are trying to accomplish it? Is significant to you and is it realistic to accomplish?

### Time-Bound

- Do you have enough time to achieve the goal you set for yourself?

## Activity 1: Jumping Jills/ SMART Goals

Time Allotment: 11 Minutes

Steps:

1. Invite girls to do Jumping Jills for 45 seconds. Ask them to silently count how many jumping jacks they do and to remember that number.
2. Ask them to share their numbers with the group.
3. Now give girls a challenge. Ask them to increase their number by two or even five more.
4. Time the girls again and see if they can reach this goal a second time.
5. Read over the SMART goal information from above.
6. Now have the girls think about one personal goal they would like to work towards (e.g. better grade in math, make JV team in basketball, volunteer 20 hours at the local humane society).

## Activity 2: Goal T-shirts

Time Allotment: 7 Minutes

Prep Needed:

- Gather materials. Have rewards for cookie sales available for girls to see to help them set their goals. Rewards can be found at [GirlScoutsRV.org/Cookie-Rewards](http://GirlScoutsRV.org/Cookie-Rewards)

Materials Needed:

- T-shirts
- Fabric markers or permanent markers. Either should work. Optional: Fabric glue and rhinestones

Steps:

1. Now that the girls have discussed goals more, have them think about what this season’s cookie sales goal will be. Will they exceed the number they sold last year?
2. Allow the girls to see the rewards for the upcoming cookie sale.
3. Hand out T-shirts and explain that the “GSCC” on the shirts mean “Girl Scouts Cookie College.”
4. Instruct girls to write down their cookie sales goal number on the back of the shirt and decorate the shirts to show their super-selling personality! Example: The number 800 represents that she has made a goal to sell 800 boxes.
5. Encourage girls to explore how they can spend their cookie earnings (trips, *destinations*, camp, charitable donation, service projects, Girl Scout Silver and/or Gold Awards, etc.) then share with the group.

## Second topic to cover: Sales

**Background information:** Girl Scouts sell cookies annually around the world. It is important for them to feel comfortable speaking to all sorts of people that they may sell cookies to.

### Activity 1: Beach Ball Sales Pitch

Time Allotment: 18 Minutes

#### Prep Needed:

- Using the beach volleyballs, write scenarios listed below on each colored panel.
- Alternative option: If smaller groups, or don't have beach balls, have girls partner up and take turns being the customer and saleswoman using scenarios below.

#### Materials Needed:

- Blow up beach balls and write scenarios on them prior to event.

#### Steps:

1. Have girls break into smaller groups of 7–10 people and stand in a circle with their group.
2. One girl will start holding the ball, and then toss it to another girl.
3. Upon catching the ball, the color/scenario facing the girl will read aloud the scenario facing her. She will then give an example of how she would sell to this person.
  - *Example:* Sell to an older customer (Grandma/Grandpa)—“I’m selling Girl Scout cookies for my troop to raise money so we can visit the zoo. Would you be interested in helping me out by buying a box of cookies? Thin mints are my favorite! You can freeze the cookies too, so you can keep your cookie jar stocked year round!”
4. Once completed, she will toss the ball to someone new in the circle. Each one should take about 30 seconds. If a girl is struggling with reading the scenario or understanding it, leaders can mention tips or present an idea of how it could be done (see Helpful Hints below).
5. Scenarios: Make a sale to...
  - An older relative
  - A business person
  - Mom/Dad: trying to get them to purchase more cookies
  - A customer over the phone
  - Someone who doesn't like chocolate
  - The hardest customer you've ever met
  - Increase the number of boxes someone purchased
  - A brand new customer
  - Someone who doesn't really like cookies

#### Helpful Hints to share:

- Cookies make great gifts!
- You can freeze them! You can stock up and have cookies from Girls Scouts all year long!
- Girls could make up “bundle items” and have the most popular items as one sale item (3 boxes at \$4.00 each). Example: Thin Mints, Trefoils, Samoas are all the highest sellers, so why not sell them as a sampler gift? You could tie them together with a nice bow before you hand them out to your customers.
- We have a brand new cookie! Tell the customer how great it is and recommend they try a box this year.
- Explain that when they buy a box of cookies, it helps you do wonderful things with your troop like trips and activities, earning badges, or working toward the Girl Scout Silver or Gold Award.

## Third topic to cover: Product Knowledge

### Background Info:

- Do-si-do—crisp and crunchy oatmeal cookies with creamy peanut butter filling.
- Trefoil—shortbread shaped like the Girl Scout trefoil insignia.
- Samoa—vanilla cookie covered with caramel, rolled in coconut, with a strip of chocolate coating.
- Tagalong—cookie topped with creamy peanut butter covered with chocolate coating.

- Thin Mint—thin wafer covered with a smooth chocolaty coating. Made with natural peppermint.
- Savannah Smile—lemon cookie dusted in powdered sugar.

**Additional info on Girl Scout Cookies:**

- Juliette Gordon Low initiated the cookie sale as a way for Girl Scouts to be self-reliant and to fund their own activities.
- First Girl Scout Cookie was a sugar cookie—homemade by the girls starting as early as 1917. First mention of cookies was a service project done by a troop in Oklahoma in 1917. They baked the cookies and sold them in their high school cafeteria. The first national Girl Scout Cookie sale was held in 1936.
- Our cookie baker is Little Brownie Bakers. They are owned by the Kellogg Corporation, which also makes many popular cereals.
- Each season, Girl Scouts sell almost 200 million packages of Girl Scout Cookies.
- Thin Mints is the top selling Girl Scout Cookie in America.

**Activity 1: Cookie Sampling and Recipes**

Time Allotment: 18 Minutes

Prep Needed:

- Gather materials and supplies

Materials Needed:

- Cookies
- Napkins
- Utensils for girls to decide what they want to put in their trail mix.
- Trail mix items (see recipe in activity resources)
- Plastic sandwich bags
- Copies of recipes (see activity resources)

Steps:

1. Have girls sample each cookie. Have girls describe each cookie so they will be able to explain its taste and texture to potential customers (use background information for description).
2. Go over recipes as a possible new way to market cookie sales. Recipes also available at: <http://gsrv.gs/1DJSa4S>
3. Have girls make their own Samoa trail mix to enjoy. While girls are eating the snack, you can quiz them about Girl Scout cookie trivia listed in the background information.
4. Hand out list of recipes. If time allows, have girls think of some recipes of their own to share with potential customers.

**Fourth topic to cover: Marketing and Advertising**

**Background Info:**

**Advertise: verb (used with object)**

1. to announce or praise (a product, service, etc.) in some public medium of communication in order to induce people to buy or use it: *to advertise a new brand of toothpaste.*

2. to give information to the public about; announce publicly in a newspaper, on radio or television, etc.: *to advertise a reward.*

**Activity 1: Advertisement Analysis**

Time Allotment: 6 Minutes

Prep Needed:

- Gather magazines or pull out ads ahead of time and place on table for analysis by girls.
- Ads should be aimed towards different target audiences so girls can gain an understanding of different market groups and advertising strategies.

Materials Needed:

- Magazine ads

Steps:

Have girls find three different types of ads and answer these questions as a group:

- Who are they marketing to?
- What in the ad would make the target audience buy the product?
- Do you think it is an effective ad?
- Would you change anything about it? Why?

**Activity 2: Marketing YOU!**

Time Allotment: 12 Minutes

Prep Needed:

- Gather materials

Materials Needed:

- Paper (Colored construction paper may be more visually appealing to the girls)
- Markers
- Note Cards

Steps:

1. Girls will design a brochure to market their talents and skills.
2. Show girls how to make a three-fold brochure and have them design their own using the descriptions below for each section.
3. Have girls use the notecards to design their own business card to give to potential customers.
4. Looking at the tri-fold you just made, below is an example of what girls should write in each section. On the very back-side of their tri-fold (the only blank section left) have girls draw a trefoil or the Girl Scout symbol in the middle. Girls may add their personal cookie goal number inside the trefoil.

<p><b><u>Front Page of tri-fold</u></b> When folded:  Represents your style/personality. Can be a drawing, a catchy phrase, or just one word.</p>	<p><b><u>Inside left page</u></b> When unfolded:  <b><i>Accomplishments</i></b> Make a list of things have you accomplished in past cookie sales or from the skills you gained with your cookie business.</p>	<p><b><u>Inside middle page</u></b> When completely unfolded:  <b><i>Business card.</i></b> <i>Terry Girl Scout Cadette Cookie Super-Seller GSRV</i></p>	<p><b><u>Inside Right page</u></b> When completely unfolded:  <b><i>Why do I sell cookies?</i></b> What is you reason for selling cookies? What are your future goals?</p>	<p><b><u>Back side of inside right</u></b> When folded this is the middle part of the tri-fold.  <b><i>Skills/Talents</i></b> What have you gained from selling cookies? What do you know how to do? What are you good at?</p>
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**Fifth topic to cover:** Marketing and Promotion

**Background Information:** Good marketing is based on research—hard data that help the pros guide their marketing plans.

**Activity 1:** Selling Strategies

Time Allotment: 18 Minutes

Prep Needed:

- Print “Top 10 Selling Strategies.” Tape facts on the wall prior to event.
- Print out “Top 10 Selling Strategies” (One per smaller group or one per girl).
- Prepare a sample “Bundle of Bliss” package: Stack together three types of cookies and wrap with ribbon and a personalized tag to the customer.

Materials Needed:

- “Top 10 Selling Strategies” (see activity resources)
- Ribbon
- Notecards/gift tags
- Pens
- Tape
- Scissors

Steps:

1. If working with large group, split into smaller groups. If in a small group, activity may be completed together.
2. Give each group (or girl) a copy of the Top 10 Selling Strategies. Allow a few minutes for groups to review and cut out individual strategies.
3. Facilitator/volunteer will read aloud the Top 10 strategies posted on the wall one at a time. Girls will tape the strategy they believe is the correct answer. Each group will share their answer and why they feel it relates to the “Top 10” fact.
4. After all facts have been read and girls have given their answers, read the correct answers.
5. After reviewing the tips, summarize by telling the girls these Top 10 Strategies are great ways to boost their cookie businesses.
6. Show girls sample “Bundle of Bliss” from Strategy #9 and give examples of popular bundle ideas:
  - Timeless Classics: Thin Mints, Samoas, Trefoils
  - I Love Chocolate: Samoas, Tagalongs, Thin Mints
  - Café Companion: Trefoils, Savannah Smiles
7. Show girls sample of a personalized notecard/gift tag to put on their customer’s packages. Optional: Provide girls with sample length of ribbon and blank notecard/gift tag to design their own bundle at home.

**Activity 2:** What Promotions Will Work For You? (Optional Activity)

Time Allotment: 18 Minutes

Prep Needed:

- Make copies of promotion ideas handout

Materials Needed:

- Promotion handouts
- Note cards
- Markers

Steps:

1. Begin discussion by asking the girls what are different ways they have promoted their cookie business in the past. You may also ask girls to identify the strategies they could use from the previous activity.
2. Give girls the promotion ideas handout and go over each topic encouraging further discussion on their thoughts and opinions.
3. Have girls brainstorm how they can put these ideas into action.

## Samoas® Trail Mix

Uses  box of Samoas® Girl Scout Cookies®

### Ingredients

- 1 box of Samoas® Girl Scout Cookies®, chopped
- 8 ounces dried apples, chopped
- 8 ounces raisins
- 8 ounces salted roasted peanuts
- 8 ounces dried pineapple, chopped

### Directions

Yields ten, 4-ounce bags

1. Mix all the ingredients together in a large bowl.
2. Spoon into individual sandwich size zip lock bags. Tightly seal each bag.
3. Enjoy at your leisure for a nutritious, energy-packed snack while backpacking, camping or any time.
4. Will maintain its freshness for a long time if kept tightly sealed.

### Alternate Ingredient Suggestions:

- Dried mango
- Sunflower seeds
- Cashew nuts

## Fried Samoas® Shrimp

Uses  box of Samoas® Girl Scout Cookies®

### Ingredients

- 5 extra-large shrimp, peeled and de-veined
- 5 Samoas® Girl Scout Cookies®, finely chopped
- 2 cups seasoned bread crumbs
- 2 cups flour
- 1 cup coconut flakes
- 4 egg whites
- 1 pinch cayenne pepper
- 1 lime for garnish
- Vegetable or peanut oil for frying

### Directions

Yields 5 shrimp

1. Toss coconut flakes with bread crumbs, cayenne pepper and chopped Samoas® Girl Scout Cookies®.
2. Dredge shrimp through flour, followed by egg whites and Samoas® Girl Scout Cookies® mixture.
3. Fry shrimp in vegetable oil at 350 degrees until golden brown.
4. Garnish with coconut flakes and lime wedges.

### Serving Suggestions:

- Serve warm.
- Arrange in a star pattern on a salad plate, or on a bamboo skewer with tropical fruits.
- Can be served as an appetizer, in a salad, or as an entrée.
- If serving as an entrée accompany with fried plantains and wild rice.

## Savannah Smiles™ Zesty Lemon Streusel Bars

Lemon lovers will enjoy the tart lemon flavor of these bars

### Crust Ingredients:

- 1/4 cup (4 Tbs) butter, softened
- 1/3 cup flour
- 1/4 cup powdered sugar
- 1/4 tsp lemon rind

### Filling Ingredients:

- 1 large pkg (4.3 oz) lemon cook and serve pudding and pie filling
- 3/4 cup sugar
- 3 eggs
- 3 Tbs of lemon juice
- 1/2 tsp baking powder

### Topping Ingredients:

- 1/2 pkg (about 14) Savannah Smiles lemon cookies, crushed
- Powdered sugar (optional)

### Directions:

1. Cream together all 4 crust ingredients with an electric mixer, until it forms into dough.
2. Spread the crust dough evenly into a 9" x 9" pan.
3. Bake Crust for 10 minutes in a 350° oven.
4. While the crust is baking, prepare the filling by combining all filling ingredients in a mixing bowl and mix with an electric mixer for about 2 minutes.
5. Remove crust from oven and immediately pour filling on top of hot crust.
6. Sprinkle the cookie crumbs evenly over the filling.
7. Continue baking the bars for 20 to 25 minutes in a 350° oven, until set.
8. Remove bars from oven and cool.
9. Dust with powdered sugar, if desired.

Yield 16 bars

## ★ CHEESECAKE CUP ★



### Ingredients:

- 1 box of Trefoils Girl Scout Cookies
- Instant cheesecake pudding mix (check the box for extra ingredients)
- 12 oz. Cream cheese (softened)
- Strawberries
- Chocolate syrup

Yields 8 servings

### Directions:

Crush half box of Trefoils. Mix softened cream cheese and cheesecake pudding until smooth. Layer crushed cookies and cheesecake pudding in a cup and repeat layering of ingredients. Garnish with strawberries (or your favorite berries) and 2 full Trefoil cookies. Drizzle with chocolate syrup.



## ★ MINT BROWNIES ★



### Ingredients:

- 1/2 box of crushed Thin Mints Girl Scout Cookies
- 1 box of brownie mix
- 2 eggs (3 eggs for cake-like brownies)
- 1/4 cup of water
- 1/2 cup of vegetable oil

### Yields 6 servings

### Directions:

Crush Thin Mints into medium size chunks. Mix all ingredients into mixing bowl. Do not use electric mixer — batter will be stiff. Spread batter evenly in greased baking pan (13 x 9 x 2 inch). Bake in center of oven at 350 degrees for 30 to 35 minutes. Allow to cool before cutting. Serve with mint-flavored tea.



## ★ TAGALONGS® SHAKE ★



### Ingredients:

- 1/2 box of Tagalongs Girl Scout Cookies
- 6 cups of vanilla ice cream
- 1 cup of milk
- 1 can of whipped cream

### Yields 2 servings

### Directions:

Mix cookies, ice cream and milk in blender. Blend until desired thickness. Serve in tall milkshake glass and top with whipped cream and garnish with crumbled cookies.



# Do-Si-dos<sup>®</sup>

## Peanutty excitement!

### Do-Si-Dos<sup>®</sup> Peanut Thai Chicken

#### Ingredients

- 8 crushed Do-Si-Dos<sup>®</sup> Girl Scout Cookies
- 2 pounds boneless, skinless chicken tenderloins
- Teriyaki glaze
- 1 box of Pad Thai Noodles
- Thai Peanut Sauce
- Wood skewers

#### Directions

1. Grill chicken tenderloins on wood skewers, brushing occasionally with Teriyaki glaze.
2. Prepare Pad Thai noodles according to directions on box.
3. Serve chicken tenderloins with four crushed Do-Si-Dos<sup>®</sup> cookies sprinkled on top.
4. Mix remaining Do-Si-Dos<sup>®</sup> cookie crumbs with peanut sauce.
5. Pour peanut sauce over chicken and noodles, or serve as a side dipping sauce.

Yields 4 servings



**Little Brownie<sup>®</sup>**  
www.littlebrownie.com Bakers

## Top 10 Selling Strategies Facilitator Answers

If you know...	Then you might...
<b>FACT 1:</b> The number one reason people don't buy Girl Scout cookies? They were never asked!	You must think beyond—way beyond—family and friends to reach all those eager cookie customers. You already know that cookies sell well at grocery stores, malls, and other high-traffic areas. Get creative and think about more ways that you can stick out with great marketing.
<b>FACT 2:</b> Customers buy cookies because they love the taste.	When customers approach your cookie booth, offer a cookie sample before you ask them to buy. Arrange an attractive sampler plate so customers can try your varieties. No one can resist!
<b>FACT 3:</b> Customers are eager for their favorites because they can only buy Girl Scout cookies once a year	Make signs or suggest that customers buy by the case. Encourage customers to stock up for the whole year by buying enough to freeze for later. Offer a large zip-top freezer bag with large purchases. Remind customers that the cookies make perfect gifts and party food.
<b>FACT 4:</b> Customers buy cookies because they want to support Girl Scouting.	Always tell your customers about your goals. Hang up signs or wear a T-shirt that shows what you're working toward. Customers want to help you succeed!
<b>FACT 5:</b> Customers like to order cookies from home.	Grab some friends and host a Cookie Walkabout for door-to-door sales. Teams sell door-to-door in an assigned area. At a pre-determined time, gather for a celebration. Just for fun, award prizes in categories such as most energy, most cookies sold, best decorated cookie car, etc.
<b>FACT 6:</b> Girl Scout cookie customers usually buy every year.	Contact your customers from last year. Save your order card for next year so you can return to your customers and ask them again.
<b>FACT 7:</b> When customers are asked multiple times, they buy multiple boxes.	Ask, ask, and ask again. When you deliver cookies, ask customers if they would like to buy more than they ordered. If you have cookies left over at the end of the season, call back the customers who bought those varieties and ask if they'd like more.
<b>FACT 8:</b> Customers sometimes buy fewer cookies because of diet issues.	Create a Gift of Caring program. Offer customers the opportunity to purchase cookies that you deliver to a charity or community agency. At booth sales, create a sign that informs customers about this choice. Create a drop box so customers can see the donated cookies stacking up!
<b>FACT 9:</b> Customers buy more when you suggest they buy more.	With pretty ribbon, tie up three packages to create bundles such as "Chocolate Lovers Pack" or "Classic Bundle." It's fun to give away free handmade gift cards too.
<b>FACT 10:</b> Customers want to know they are getting a good deal.	Print out recipes and offer one free with the purchase of multiple packages. Attach an appropriate recipe to each bundle of cookies. It's a lot of fun to create attractive recipe booklets to give away with larger purchases.

**FACT 1:**

The number one reason people don't buy Girl Scout cookies:  
They were never asked!

**FACT 2:**

Customers buy cookies because they love the taste.

**FACT 3:**

Customers are eager for their favorites because they can only buy Girl Scout Cookies once a year.

**FACT 4:**

Customers buy cookies because they want to support Girl Scouting.

**FACT 5:**

The majority of customers feel it is important to buy directly from a Girl Scout and they prefer to place an order at home.

**FACT 6:**

Girl Scout Cookie customers are loyal purchasers who buy every year.

**FACT 7:**

When customers are asked multiple times, they buy multiple boxes.

**FACT 8:**

Customers sometimes buy fewer cookie packages because of dietary concerns.

**FACT 9:**

Customers buy more when girls suggest multiple packages.

**FACT 10:**

Customers want to perceive that they are getting the best value possible for the money they spend.

**Strategy:**

Grab some friends and host a Cookie Walkabout for door-to-door sales.

- Teams sell door-to-door in an assigned area.
- At a pre-determined time, gather for a celebration.
- Just for fun, award prizes in categories such as most energy, most cookies sold, best decorated cookie car, etc.

**Strategy:**

Contact your customers from last year. Save your order card for next year so you can return to your customers and ask them again.

**Strategy:**

You must think beyond -- way beyond -- family and friends to reach all those eager cookie customers. You already know that cookies sell well at groceries, malls and other high-traffic areas. Get creative and think about more ways that you can stick out with great marketing.

**Strategy:**

When customers approach your cookie booth, offer a cookie sample before you ask them to buy. Arrange an attractive sampler plate so customers can try your varieties. No one can resist!

**Strategy:**

Make signs or suggest that customers buy by the case. Encourage customers to stock up for the whole year by buying enough to freeze for later. Offer a large zip-top freezer bag with large purchases. Remind customers that the cookies make perfect gifts and party food.

**Strategy:**

Always tell your customers about your goals. Hang up signs or wear a T-shirt that shows what you're working toward. Customers want to help you succeed!

**Strategy:**

With decorative ribbon, tie up three packages to create bundles such as -- "Chocolate Lovers Pack" or "Classic Bundle" to encourage multiple sales. Provide free handmade gift cards, if you wish.

**Strategy:**

Print out recipes and offer one free with the purchase of multiple packages. Attach an appropriate recipe to each bundle of cookies. It's a lot of fun to create attractive recipe booklets to give away with larger purchases.

**Strategy:**

Ask, ask, and ask again. When you deliver cookies, ask customers if they would like to buy more than they ordered. If you have cookies left over at the end of the season, call back the customers who bought those varieties and ask if they'd like more.

**Strategy:**

Create a Gift of Caring program. Offer customers the opportunity to purchase cookies that you deliver to a charity or community agency. At booth sales, create a sign that informs customers about this choice. Create a drop box so customers can see the donated cookies stacking up!

## Promoting Your Cookie Business!

### Use these tips for a successful Cookie Season

Idea	Description
Drive Through	Open a drive-through: Get permission to set up a drive-through cookie booth at a busy location. Make signs to advertise the days and times you will be there, and be open at consistent times.
On The Road	Go on the road: Decorate your car or van so everyone knows it's Cookie Season. Just open the back for an instant booth at parks, sporting events or other venues.
Go Corporate	Go corporate: Ask permission to host a "Cookies and Coffee" break at a corporation. Make a brief PowerPoint presentation in a meeting room and take orders.
College Campus	Join the college scene: Ask a sorority to sponsor you for a cookie booth at a local college. College students are always hungry!
Join the Team	Join the team: Kick off the Cookie Season at a local high school or college sporting event. Contact the school well in advance to make arrangements. Ask for PA announcements before and during the game to direct fans to your table. Ask to be located near the concession stand.
Party Time	Be social: Hold a "Cookie Party." Invite people in for coffee and a brief presentation by you on Girl Scout Cookies. Serve the cookies, of course, or make and serve recipes using the cookies.
Social Networking	Decorate your Facebook page using cookie artwork. Announce your cookie booth times and locations on Facebook or Twitter. Post your goals and give regular updates so everyone knows how close you are to reaching them. Ask adults you know to announce it's Cookie Season on their own social networks, such as LinkedIn.
Photo Shoot	Film your own commercial or hold a photo shoot to promote your cookies and share your goals. Link to a YouTube video or Flickr photo album.
Text-A-Thon	Choose a Saturday to gather for a text-a-thon. Call or text everyone you know to place their cookie orders.

Planning Your Cookie Business!

Put those marketing tips into action!  
Pick your favorite ideas and make a plan.

Idea #1

Marketing idea

What resources will I need?

Who can help me?

When will this take place?

Where will this take place?

Idea #2

Marketing Idea

What resources will I need?

Who can help me?

When will this take place?

Where will this take place?