

Be Prepared



Know how the cookie crumbles.



Be able to tell your customers all about each variety. Review the dates when you will be delivering cookies. Be able to relate your personal and troop goals and be prepared to explain how your Girl Scout troop will use its cookie money.

Don't forget to download ABC's Troop Goal Worksheet to calculate the amount of Girl Scout Cookies your Troop will need to sell in order to reach your goals!

Be prepared.

Apply the Girl Scout motto to your cookie activities. With your parents/guardians, map out the times and places where you plan to sell. Ask them for customer lists from groups or organizations they belong to. Have them identify the people to call. Plan to participate in any cookie shops or cookie caravans your troop conducts.



Use the Yum-Yum: Who Do You Know? planner to help you find people you know who might be interested in Girl Scout Cookies!

The early bird gets the worm.



Okay, maybe that's a yucky way to say it, but be prepared to go out and take orders the first day and to deliver your cookies as quickly as possible. Check back with your customers just before the sale ends to see if they would like to order more cookies.

Be Girl Scout proud.

The number one reason people buy Girl Scout Cookies is to support Girl Scouting. So be sure to wear your uniform, a Girl Scout T-shirt (if you have one) or your membership pin. And, by all means dress for the weather!



Buddy-up.



It's not only the Girl Scout way, it makes for selling that is both fun and safe. Be sure that you know and obey safety rules when you sell. Don't go into houses or go near stranger's cars.

Remember the magic words.

Always say thank you. Be polite and thank the people you ask even if they don't buy cookies. Maybe next time they will! Thank your customers when they order and again when you return with their cookies.



Be Involved



You are the most important part of Girl Scout Cookies. If you plan to send an order card to work with your mom or dad and it is not possible for you to be there yourself, attach a school picture and a short note telling customers about you and your troop's goals.

Think positive.

Most people can't wait to buy Girl Scout Cookies! The cookie sale activity is a great opportunity to work on getting over your shyness. If you sell by phone, speak clearly and cheerfully. At cookie shops, stay focused on the customers and smile.



Think BIG.



Even if your customers have pre-ordered, some may buy extra boxes when you deliver the cookies so take extras along. If you took orders in a place of business there may have been people who missed your order card but still want cookies. Thin Mints and Caramel deLites are great impulse buys.

Recycle!

Save your order card. Review it and put stars beside your top customers. Your order card will give you a great start on taking orders for next year.

