

HOW TO ORGANIZE A

Super Booth Sale

One of the most fun and successful ways to meet your cookie activity goals is to have a Booth Sale. It lets girls practice their leadership skills in a whole new way while they sell a high volume of cookies at one convenient location.

To make sure your Booth Sale is the best it can be, follow these easy steps:

Prepare

- Make sure you order extra boxes of cookies for your booth sale. These boxes are in addition to the cookies that the girls will be selling themselves. If you've had a booth sale before, you might know which cookies are going to be the best sellers!
- Encourage the girls to make posters and signs for the booth. Colorful letters and photos of cookies will draw customers to your booth. You might also include nutrition facts for customers who are concerned about their health.
- Make sure that every girl knows her cookie information. They need to be ready to talk to a customer about which cookie contains peanut butter or which cookie has no preservatives. By now, girls should have tasted the cookies so they can talk to customers about their favorites.
- Ask girls to write thank you notes to put into customers' bags after the sale. This is a great way to let your community know you appreciate their support.

Location

- Ask parents and guardians if they have any contacts at businesses in town where you can set up a booth. Some large stores are happy to help, but must be contacted early enough to make the proper arrangements. Or try a smaller shopping area that gets lots of people on a Saturday. Remember, lots of groups will be asking for space, so make sure your request gets to the right person.
- Once you've secured permission for a booth sale, visit the location to see where you can put your booth, where you can store your extra cookies and what other services, like food and restrooms, are available.
- Make sure you speak to the manager to see how long you can have your booth set up, if they have any tables or chairs for you to use and if they have any rules you will need to comply with.

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Set-Up

- When you get to your location, it's important to set up your booth to make it look inviting so more customers are attracted to buy more cookies.
- Display your cookies in an attractive manner so that customers can see the entire selection.
- Decorate around your table after you get the location manager's permission. Use banners, posters and signs that the girls have made. You may also want to add balloons, or streamers. Some Girl Scout offices also sell posters and banners that you may want to use.
- Store your extra cookies in a convenient place, such as under your table or in a grocery cart. Just make sure they are easy to reach when you need more to display and that they are out of the sun since some cookies will melt if they get warm.
- Don't forget a cash box loaded with change. One-dollar bills are always helpful. And make sure you have someone who is in charge of keeping the money safe at all times. Booths can get busy and you don't want to lose any money. You may also want a calculator for multiple sales.
- Keep track of sales by using a notebook. Make sure that you mark the type of cookie purchased and how many boxes were sold. This will help when your booth sale is over and will also help you order for next year. Some people may also make donations to your group. Thank them and let them know any upcoming events your group is planning.

Speaking with customers

- When someone walks by, one of the girls may say hello and ask if they are interested in buying any Girl Scout Cookies®. It's helpful to give a Troop number or even the girl's first name.
- If a potential customer says that they are not interested in cookies, have the girls thank them politely.
- When a customer says that they are interested, have a girl help with the selection. Sometimes customers stand by the table to try to make up their mind. Girls should be ready to answer questions and make recommendation.
- When a customer makes their selection, take their money and give them their cookies. You may use a bag if they purchase several boxes. Girls should thank the customer politely and tell them to have a nice day.

