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# Booths Sales For Cookie Success!

This workbook gives you tools and tips to succeed at operating a booth during the Girl Scout Cookie Sale. Inside you'll find reliable recommendations on planning your booth sale activities and how to work with property owners and thank them.

### Boost Cookie Sales

People want to buy Girl Scout Cookies. But sometimes getting the cookies to customers and collecting money can be difficult. This challenge can be solved with booth sales! By setting up a cookie booth at a business or other public location, customers can get cookies in a convenient location and can get additional cookies when they want them. Girls and their parents don't have to take orders, then make repeated visits to deliver products.

You can make booth sales even more of an opportunity by arranging for girls to tour the booth sale location and learn more about that type of business and the careers it involves.

### Good for Girls—On the Leadership Journey

Operating a booth does a whole lot more than boost your sales! Girls get experience conducting purchasing transactions, answering questions, counting money, setting up product displays and managing inventory. Younger girls can learn how a simple business operates. Girls can do market research for the cookie sale based on customer behavior and input. In short, booth sales can provide an opportunity for girl-led experiences that further each girl's progress toward the Girl Scout Leadership Outcomes. This guide will give you information and advice that will help you to help your Scouts have experiences that last a lifetime.



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## Booth Sale Activities

Girls will have many opportunities to hone the 5 Skills for Girls during Girl Scout Cookie booth sales. To ensure they get the most from this experience discuss the following possibilities with your booth host:

- 1** **Taking the girls (with adult supervision) on a tour** of the facility before opening a booth. Ask about going on tours either with a guide from your host's company or see if the girls can tour on their own.
- 2** **Learning more about the business.** See if your host will engage girls in a question-and-answer session about the firm. Remember too that you can discover a lot about a company today on the Internet. Your girls will find this educational and fun.
- 3** **Discussing careers at your host's company.** Your booth host might be willing to have employees talk about their jobs with your Girl Scouts.

### Possible Sale Activities

Girl Scouts can collect and analyze data about their booth sale to learn more about sales and marketing and even aid your council in sale planning. Consider these possibilities:

- Count the people who leave without making a purchase at your booth.
- Track how many customers came to the location because they knew a Girl Scout Cookie booth was there.
- Count the people who stopped to view items displayed in front of the store or business.
- Ask customers to rate the service they received.
- Track how many boxes sold in an hour and make note of the best hours for selling at this booth location.
- Poll customers about why they are buying cookies.
- Track which cookies sell the best.
- Record the average number of boxes that people buy.
- Note the demographics of your customers and analyze their buying patterns based on gender and age.
- Collect emails to let customers know about next year's sale or if cookies are available at a later date.
- Pass out Girl Scout membership or alumnae information.

Be sure to check out possible activities in the new Girl Scout age level Cookie and Financial Literacy badges found in the *Girl's Guide to Girl Scouting*.

Be sure to follow  
GSUSA Safety Activity  
Checkpoints in all booth  
sale activities.

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# Merchandising

Guide girls to create a merchandising plan for their booth. These promotional ideas and selling strategies can help girls get the most out of their leadership experience and meet their sales goals.

## Promotional Ideas

- Be creative with displays. When displaying cookies, more is better—stack ‘em high and watch ‘em fly! For items without a carton, try a pyramid stack by placing one package on top of two on top of three on top of four. Display units may be available from your council.
- Have fun decorating the booth. Be sure to display the Girl Scout logo prominently. Use décor that visualizes your group’s goal, such as pictures of where you plan to travel or information about a social issue your group wants to address.
- Display your Goal Poster prominently. Use the poster provided by your council, or have girls make one of their own. Customers love to help Girl Scouts reach their goals!
- Have girls make a poster to highlight their favorite cookie. Or make one poster for each cookie and rotate them during the sale. Be sure to visit the Art Gallery on [abcsmartcookies.com](http://abcsmartcookies.com) to find illustrations and photography to make posters pop.
- Put a girl in one of the cookie costumes and have her offer samples to prospective customers as they walk into the store. Then ask them to buy on the way out!
- Share cookie recipes as a little something extra when someone buys a box. You’ll find lots of yummy recipes in the Cookies section of [abcsmartcookies.com](http://abcsmartcookies.com).
- If you’re at the end of your sale and your council has run out of some varieties, create a theme to promote the ones you have left!
- Make sure your booth is listed on your council’s Booth Locator so customers looking for cookies will know where to find you.

## Selling Strategies:

- Approach a customer one girl at a time; don’t overwhelm them with a large group of girls.
- Be sure that girls are the ones sharing information at all times.
- Be sure to only approach customers on their way out of the facility.
- Have girls practice their “Elevator Speech” together.
- Smile and say thank you to all customers, whether they buy or not.
- Be prepared to answer questions such as “What is your favorite cookie?” or “Which cookies have nuts or other allergens?”
- Have an Order Card handy to reference nutritional information and ingredient lists.

*Be sure to follow  
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# Booth Sale Etiquette Pledge

Use this letter to share the Girl Scouts' etiquette pledge with the booth's host along with any council specific conditions.

[Date]  
[Name]  
[Title]  
[Address]  
[City, State ZIP]

Dear Manager,

Thank you for agreeing to host a Girl Scout Cookie booth sale. We understand that you have given us the privilege to use your facility and we would like to make this booth sale etiquette pledge to you.

- We will set up our booth sale in the area you have designated and not in any other areas.
- We will not complain about any of the rules that you set and we promise to follow them.
- We will not block your entrance and we will only approach customers as they are leaving your business.
- We will be identifiable as a Girl Scout and wear our Girl Scout Membership Pin, uniform or other Girl Scout clothing and have a neat and clean appearance.
- Adults will be present with us at all times and we will resolve our own conflicts peacefully.
- We will bring our own change and not ask you for change during our sale.
- We will have a good attitude, smile and say thank you even if a customer does not buy.
- We will bring our own table and hang our signs on our table, not on your property.
- We will clean up after our booth sale and take our trash with us.
- We will park away from the front of your business and not take up your good parking spaces.
- We will notify you if we need to cancel.

We look forward to seeing you on (date of sale) from (start time) to (end time). You can contact our troop at (name, phone number).

Thanks again,

[Name of Adult in Charge]  
[Troop / group ]  
[Optional: Signature of all the girls]



Click **here** to download the Etiquette Pledge as a Word document.

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# Host Recognition

Download and print this certificate to show your appreciation to your booth host.



Click [here](#) to download the Host Recognition Certificate.



The certificate form is titled "OFFICIAL Girl Scout Cookie Booth Sponsor CERTIFICATE OF APPRECIATION". It features the Girl Scouts logo in the top left corner. The form includes several fields for information: "Date", "Council Name", "Group", "Group Representative's Name", and "Signature". There are decorative swirls and a signature line for the awarding party. The text at the bottom of the certificate reads: "For Support of Booth Sales During the 2011-2012 Girl Scout Cookie Sale Program".

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## Thank You Card

Download and print this Thank You card to show your appreciation to your booth host.



Click **here** to download the Thank You Card.



# THANK YOU!

**Thank you for hosting a Girl Scout Cookie booth sale.**

Through the Girl Scout Cookie Program, girls develop five essential skills: goal setting, decision making, money management, people skills, business ethics.

Association with the Girl Scout brand ties your business to an organization known for leadership, values and innovation. And when a business partners with the Girl Scouts, it encourages both a positive response from existing customers and has the potential to influence new ones.

