

# SCRIPT FOR SELLING GIRL SCOUT COOKIES

Hello, my name is *[first name only]*

I'm selling Girl Scout cookies with my troop, Troop xxxxx. We are selling cookies so we can \_\_\_\_\_ *[ex. go on a trip, complete a service project, etc.]*. Selling cookies is teaching us skills like goal setting and money management.

We would appreciate you supporting us by purchasing some Girl Scout cookies! The cookies are \$5 and \$6 a box. We have all the yummy flavors, please allow me to show you.

We also have Gift of Caring where you can donate boxes of cookies to five organizations including the military. Purchasing Gift of Caring boxes are tax deductible for you, and I can provide you with a receipt.

How can I help you???? **THANK YOU SO VERY MUCH!!!!**

## POSSIBLE REPLIES

**Objective: Turn a "no" answer into a "yes"**

- *I would love to buy some cookies, but I haven't a clue what is good.*
  - Explain the variety of cookies.
  - Tell the customer your favorite cookie.
- *I'm too busy right now.*
  - Quickly say that you have the cookies now.
  - If they are still rushing you off, ask for a good time to contact them later.
- *I don't know if I want to buy any cookies.*
  - Explain that the money earned from the cookie sale will help your troop do \_\_\_\_\_ *[explain]*.
  - Quickly start showing the customer the different variety of cookies that you have.
- *I'd like to help you out, but I'm trying to cut down on sweets.*
  - Offer the customer to donate towards Gift of Caring. This way, s/he is supporting Girl Scouts, the Gift of Caring partners, and can receive a tax write-off.
- *I'd like to buy a few packages for my wife. She loves chocolate.*
  - Show the customer all the cookies with chocolate: Thin Mints, Samoas, Tagalongs & S'Mores.
  - Remind the customer that cookies can be frozen to be eaten later in the year.

## BEST PRACTICES

- Always smile
- Say **"Thank You"** often and to everyone whether they purchase cookies or not
- Know your cookies and their price
- Have a sheet listing the cookies and their nutritional value to share with customers
- Set a personal and troop goal
- Have a chart showing your goal and achievement
- Share your goal with the customer
- Ask absolutely EVERYONE if they would like to purchase cookies or make a donation (*don't forget Gift of Caring*)
- Keep your cookie business neat and clean (*leave no trash behind*)
- Stay positive. You can DO this!!!