



Tips for In-Person Selling

Order Card

The paper order card is the classic method of taking orders that we all know and love. From December 9 through the first week of January, youth members can collect orders on their paper order card. After the initial order, they can use the Goal Getter card to take additional orders.

Following these tips will help Girl Scouts reach their goals:

- Keep holiday season plans in mind when thinking about who to ask and when.
- Keep an extra order card handy in case you run out of space! (If you need more order cards, reach out to Product Program Staff)
- Use door hangers when you're out in the neighborhood to let your community know you're selling.
- Schedule a time where youth members can sell to caregivers' coworkers, at a house of worship, or at an extracurricular gathering.
- Start early!
- Practice your sales pitch and include things like where your cookie funds are going and what your goals are.
- Check your order card from last year and check with prior customers to see if they'd like to order again!
- Make Thank You notes for your customers! This builds a sense of loyalty and appreciation. We have downloadable templates available upon request.
- Do a walkabout later in the season with your cookie inventory - you can sell right then and there! Keep door hangers on you for when people aren't home.

Booth Sales

Set Goals

If you haven't already done so, talk with your troop to set a cookie sales goal for this year. Once you have a goal, share it with the world! Displaying it at booths gives potential customers an idea of what you're aiming for.

Impact of Cookies

These little boxes of cookies can make a big impact in your community. Share with your customers what you plan to do with the money. Don't forget to tell customers about the Gift of Caring program too. Make a Gift of Caring drop box and each time you get a donation add another box of cookies to the bin. Fill the box!

Stock Up!

Stock up on cookies! Remember Thin Mints and Samoas are the two best sellers – make sure you bring extra boxes of those. You don't want to run out of cookies!

Have Fun

Above all else, have fun and enjoy your time selling cookies! Yes, you're running a business but you're doing it with your friends. Draw in curious customers by singing Girl Scout songs or decorating your booth to show off your personality.

Girl Delivered

Throughout the program, customers can purchase cookies online and have them delivered to their door by a local Girl Scout. You still get the person-to-person interaction without having to exchange money with customers. Setting up your Digital Cookie storefront is easy and you can **include your QR code on your door hangers** so when you're going door-to-door, your neighbors can still support your goals even if they aren't home.

Check out the Product Program Linktree for more resources!

