



Short and Snappy

Learning Opportunity for Volunteers

What is a Short and Snappy?

- These short trainings can be provided at a service unit meeting.
- Any interested volunteer may lead a Short and Snappy.
- Short and Snappys are usually 10-45 minutes in length.

What you'll need

- Short and Snappy outline

Things to remember

- Stay within the allotted time.
- If you don't know the answer, seek the correct answer from the appropriate support person.

Questions? Comments?

Contact training@sdgirlscouts.org

www.sdgirlscouts.org

10 Tips to Boost Cookie Sales

15 minutes

Your Girl Scouts have developed amazing sales skills, poise and a bit of sweet charm that helps them sell tons of Girl Scout Cookies. Of course, it doesn't hurt that they're peddling a beloved, timeless, classic product. Or that we all have a sweet tooth But here are 10 super seller tips that can help your troop sell more cookies than ever before!

Share these tips with your girls to help each one reach her full "cookie businesswoman" potential:

1) Seek repeat business.

Keep a list of the homes where you sell cookies each year so you can go back the next. If you sell someone cookies at the beginning of the season, return a few weeks later and see if they have run out yet. Make a business card with your Digital Cookie online store address and hand it out in case customers want to reorder. Be persistent (in a nice way!)

2) Focus on cookies.

Many top sellers say, "Cookies are my life from early January through mid-March!" Set a goal to spend 30 minutes every day after school or in the evening going door to door. Use some of the time you'd otherwise spend watching TV or playing games. Toward the end of the sale, there are often open sites for booth sales — ask for them!

Take a case of cookies everywhere you go. An actual box of Samoas is harder to turn down than a promise to deliver later. Look people in the eyes and smile, and you'll be surprised how many people will stop you and ask to buy cookies.

3) Plant the seed.

If someone seems unsure about buying cookies, engage them by asking what their favorite cookie is. Once people start thinking about the cookies, they often buy them. Ask them if they would like to support Operation Thin Mint.

Make catchy signs with phrases like: "Only available for a limited time," "Frozen Thin Mints are a delicious treat all year long," "The perfect hostess gift," "Last chance for cookies until next year." Use them while selling, and put one in the windows of a parent's car.

4) Network, network, network.

Use all your contacts to network, whether they're from church, the drill team, school, the local beauty shop or your carpool. Give them your business card and let them know they can share your name with friends. And remember that people prefer to buy from a girl than from their mom, dad or grandma, so be sure to be the one who makes the delivery yourself.

5) Perfect the sales pitch.

Practice your elevator speech in the mirror until you can recite it in your sleep: "Hi! I'm selling Girl Scout cookies! My goal is to sell **x** boxes of Girl Scout cookies to earn **x**. Will you help me reach my goal?"

Be sure to mention your troop goals! Put those goals on a button, on your wagon, on site sale posters. People love to hear that they're helping you go camping or help others with the money you earn (but not so much that you're getting "prizes"). Practice what to say if people say they've bought at the office, are on a diet or eating gluten free, or don't have money with them. Record a video of your sales pitch to email to family and friends.

If your troop has access to a cookie costume, wear it to attract attention. It's almost impossible to refuse a Girl Scout dressed like a giant cookie. If not, then wear your uniform!

6) Be professional.

Approach businesses and ask them if they'd like to buy boxes to use as a promotion, for employee coffee breaks, or as gifts to clients. Local girls have done many creative things: One spoke with a woman who was putting on a golf tournament and got her to give a box of cookies to each participant. Other girls have gotten car dealers to give out boxes of cookies with test drives. Use your imagination and make a suggestion to each business or representative you approach.

7) Offer samples.

Tasting a cookie makes people want more! Cut cookies into quarters, and only offer one variety (otherwise, customers may want to taste them all.) If you have extra boxes at the end of the sale, freeze them to use as samples next year.

8) Show compassion.

Encourage Operation Thin Mint (OTM) sales. If someone wants to buy a box, ask if they'd like to donate another. If they have change coming, ask if they'd like to donate their change to OTM. Ask businesses if they'd like to support OTM. Make a goal of how many OTM boxes you'd like to sell and ask people to help you reach that goal. Keep a visible tally or jar for donations to show how close you're getting.

9) Think beyond the box.

Suggest desserts like "Thin Mint Ice Cream Sandwiches" and "Samoa Brownies" to tempt customers' taste buds. Have copies of your favorite recipe ready to hand out when customers are walking into the store, then sell them cookies when they come out.

10) Smile and make eye contact.

The bottom line is to be approachable and polite. If they say they've already bought cookies, say, "Thanks for supporting Girl Scouts!" If they listen to your pitch but say no, say, "Thank you for listening."