



COOKIE SALES TIPS THAT WORK

- **Know your product** – be able to list each cookie and know something about each one, i.e. our newest cookie for this year, the Dulce de Leche, has a Latin American-inspired caramel flavor.
- **Wear your uniform** – girls may not think that it's important, but adults who buy the cookies **DO like to see the girls in uniform.**
- **Practice selling (role playing) at your meeting.** Come up with your own sales pitch.
- **Smile**, remember your manners, say please and thank-you.
- **Contact your customers** from last year, especially those that bought a lot of boxes and let them know that the cookie sale is beginning January 10th this year and would they like to place an order.
- **Always have an order form and a pen with you**, you never know when you might see someone who wants to place an order.
- **Talk about your troop and/or personal goal when selling.** Practice a one minute speech including your first name, your troop and what you're planning on doing with the money, i.e. Hi, I'm Kristin with troop #1325, how many boxes of Girl Scout cookies would you like to buy to help my troop take a trip to Savannah, Ga.
- **Start selling right away** on the first day of the sale if possible. Other girls will quickly visit your neighbors, so plan on going out on **January 10th**.
- **Ask everyone that you know** – teacher, coach, dance instructor, doctor, dentist, mailman, clergy, local businesses and stores.
- **Contact local fraternal and military organizations**, i.e. VFW, American Legion, Masons, and Knights of Columbus, etc. to either donate money to send cookies to the military (**Operation Cookie**) or perhaps set up a booth sale.
- **Have a booth sale** – it's fun, easy and you sell lots of cookies!
- **Do a Walk About sale** – bring the cookies with you and go in a group

