

Sell Beyond Family and Friends



TOP 10 Super Selling Strategies

Good marketing is based on research — real data that helps the pros guide their marketing plans. As a C.E.O., you have access to the powerful research conducted among Girl Scout Cookie customers. Check out the Girl Scout Top 10 Marketing Research Facts, and choose some Girl Scout-proven strategies to pump up your sales.

FACT 1

The Number One reason people don't buy Girl Scout Cookies? They were never asked! Nearly 95 percent of people say they will buy Girl Scout Cookies if asked, and 73 percent would purchase multiple packages.

Strategy: You must think beyond, way beyond, family and friends to reach all those eager cookie customers. You already know that cookies sell well at groceries, malls and other high-traffic areas. Here are some more ideas:

- **Go on the Road:** Decorate your car and take your “booth” on the road.
- **Go Corporate:** Host a “Cookies and Coffee” break at a corporation and make a brief PowerPoint presentation.
- **Make the College Scene:** Ask a sorority to sponsor you for a cookie booth at a local college.
- **Join the Team:** Kick off the Cookie Season at a local high school or college sporting event. Ask for PA announcements.
- **Be Social:** Hold a “Cookie Party.” Invite people in for coffee and give a brief presentation on Girl Scout Cookies.
- **Join the Show:** Ask the Convention and Visitors Bureau if you can set up a booth at local trade shows or conventions.
- **Senior Connection:** Bring extra cookies along when you visit grandparents in their senior living facility.
- **Hook up with your council:** Volunteer with a buddy or group to fill orders in your zip code area.

FACT 2

Customers buy cookies because they love the taste.

Strategy: When customers approach your cookie booth, offer a cookie sample before you ask them to buy. Arrange an attractive plate with bite-size samples, so customers can try your varieties. No one can resist!



FACT 3

Cookies are in demand because customers can only buy them once a year.

Strategy: Make signs or suggest that customers buy by the case. Encourage customers to stock up for the whole year by buying enough to freeze for later. Offer a large zip-top freezer bag with large purchases. Remind customers that the cookies make perfect gifts and party food.

FACT 4

Customers buy cookies because they want to support the girls and Girl Scouting.

Strategy: Always tell your customers about your goals. Hang up signs that show what you're working toward. Customers want to help you succeed!

FACT 5

The majority of customers feel it is important to buy directly from a Girl Scout, and they prefer to place an order at home.

Strategy: Host a Cookie Walkabout for door to door sales. It's fun and easy:

- **Decorate your car,** grab a wagon, fill it with cookies and you are ready for a “Cookie Walkabout”!
- **Chaperoned teams go door to door** selling cookies in an assigned area.
- **Gather for a celebration** at a pre-determined time,
- **Just for fun, award prizes** in categories such as most energy, most cookies sold, best decorated cookie car or wagon, best walking poster, etc.



FACT 6

Girl Scout Cookie customers are loyal purchasers who buy every year.

Strategy: Contact your customers from last year. Save your order card for next year so you can return to your customers and ask them again.



I LOVE CHOCOLATE BUNDLE
—THE PERFECT GIFT

FACT 7

When customers are asked multiple times, they buy multiple packages.

Strategy: Ask, ask, and ask again. When you deliver cookies, ask customers if they would like to buy more than they ordered. Two weeks after you deliver cookies, call your customers back to see if they are craving more cookies. If you have cookies left over at the end of the season, call back the customers who bought those varieties and ask if they'd like more.

Here's an easy way to ask: Hi, I'm Tanya, the Girl Scout you bought cookies from a few weeks ago. I have some Thin Mints still available, and I know you like that variety. Would you like to buy some additional packages?

FACT 8

Customers sometimes buy fewer cookie packages because of diet issues.

Strategy: Create a Gift of Caring option. Offer customers the opportunity to purchase cookies that you deliver to a charity, community agency or military serving overseas. Some girls choose "hometown heroes" such as firefighters and other uniformed personnel. Some choose women's shelters or similar groups. At booth sales, create a sign that informs customers about this choice. Create a drop box and/or display a poster to tally donations so customers can see the donated cookies stacking up!

FACT 9

Customers buy more when girls suggest multiple packages.

Strategy: Create bundled packages such as "I Love Chocolate Bundle" or "Timeless Classics Bundle" — to encourage multiple sales. Simply tie up three packages with decorative ribbons. Suggest that bundled cookies make great gifts. Provide free handmade gift cards, or print tags and cards at www.littlebrownie.com if you wish.

FACT 10

Customers want to perceive they are getting the best value possible for the money they spend.

Strategy: Cook It Up! Offer a free recipe with the purchase of multiple packages. Print some recipes from www.littlebrownie.com. Attach an appropriate recipe to each bundle of cookies. It's a lot of fun to create attractive recipe booklets or cookie box crafts (see page 19) to give away with larger purchases.

Facts Source: Girl Scout Cookies Consumer Insights, a national study sponsored by Little Brownie Bakers, 2009.



PROGRAM LINKS:

INTEREST PROJECTS FOR GIRLS 11 – 17 (GSUSA, 1997)

- Cookies and Dough
- The Food Connection

