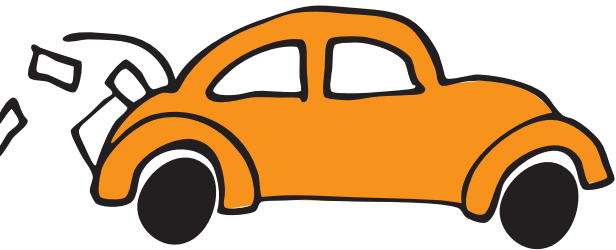


# TOP 10 Super Selling Strategies

Want to know the easiest ways for girls to sell the most cookies? Check out the Girl Scout Top 10. Share these facts with the girls, and ask if they would like to choose one or two girl-proven strategies to pump up their sales.



## PROGRAM LINKS:

*Smart Cookies in the Daisy Flower Garden* (GSUSA, 2008)

*Try-Its for Brownie Girl Scouts* (GSUSA, 2000)

- Cookies Count Try-It

*Girl Scout Junior Badgebook* (GSUSA, 2001)

- The Cookie Connection Badge; Eco Action Badge; "Making" Hobbies Badge

*Girl Scout Cookies at [www.girlscouts.org](http://www.girlscouts.org) Awards, Badges and Other Incentives*

- Cookie Biz Badge



## 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. Selling Girl Scout Cookies is a great way for girls to get a positive first business experience.

**Strategy:** You might already know that cookies sell well at groceries, malls and other high-traffic areas. Also consider partnering with a sorority to sell on a college campus, selling at sporting events and asking permission to host a "Cookies and Coffee" break at a corporation.

## 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 cookies. Arrange an attractive sampler plate so customers can try your varieties.

## FACT 3

Customers are ready to purchase because they can only buy Girl Scout Cookies once a year.

**Strategy:** Suggest 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. They want to help you succeed!



## STRATEGIC COOKIE CRAFTS

Create these memorable crafts with your cookie packages. Offer them as gifts for customers who buy multiple boxes!



VIP FILE: CookieCrafts  
(Program Folder)\*



Cookie Box Craft with Paper Pads inspired by Senior Troop #3320; Girl Scout Commonwealth Council of Virginia, Inc.

\* Instructions for finding VIP online files, see page 2.



### 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.
- At a pre-determined time, gather for a celebration.
- Consider giving small team prizes in categories such as most energy, most cookies sold, best manners, best decorated cookie car and best use of order card. (Be sure every team is recognized for some achievement.)

### 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.

### 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 to see if they are craving more cookies. If you have cookies left, call back the customers who bought that variety and ask if they would like to buy more.

### FACT 8

Customers sometimes buy fewer cookie packages because of diet issues.

**Strategy:** Offer a Gift of Caring option so they can buy cookies for donation to a community group, charity or military serving overseas.



I LOVE CHOCOLATE BUNDLE  
—THE PERFECT GIFT

### FACT 9

Customers buy more when cookies are bundled.

**Strategy:** At booth sales, wrap multiple packages with a colorful ribbon and attach handmade gift cards that read, "Have a great day," "Happy Birthday," or "I love you."

### FACT 10

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

**Strategy:** With the purchase of multiple packages or bundles, offer a free recipe (available at [www.littlebrownie.com](http://www.littlebrownie.com)). Girls can even create attractive recipe booklets or fun cookie box crafts (see page 18) to give away.

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

