

How to Sell Cookies

Everyone knows how tasty Girl Scout cookies are, but a lot of people don't know what we learn by selling them. We're talking about things like **goal setting, decision making, money management, people skills, and business ethics**—stuff we need to know to be successful. This year, we made a super-simple guide to help you get the most of your cookie-selling experience.

10 Steps to Cookie-Selling Success

1 Say hello.

Just say "hi." It gets everything off on the right foot.

2 Make eye contact.

It can be kind of weird looking people you don't know in the eye and talking to them. But it's a big part of building trust and respect for others. It says, "Hey, we're serious about what we're doing!"

3 Ask if she's a Girl Scout.

You'll be surprised at how many Girl Scouts are out there. Over 59 million women have been part of Girl Scouts. Ask what it was like for them.

4 Share your goal.

You and your team have set goals and made decisions about what you'll do with the money you earn. Maybe you're going to a place you haven't been or supporting a cause you care about. Whatever it is, let people know. They'll be impressed.

5 Show off your inventory.

Everyone has a favorite cookie, but there are a lot of different ones. So be prepared to tell them about all the cookies in your inventory.

6 Point out our new package design!

The cookie boxes have a new look, telling the story of what Girl Scouts do. Show your customers the new boxes and ask what they think.

7 Talk about money.

Money is a big responsibility. Even if you get help from a volunteer, you have to make sure you have a role in handling it and managing it. And you need your customers to know how you plan to use the money you earn. So make sure they know.

8 Share why you're a Girl Scout.

Everyone joins Girl Scouts for a different reason. Whether it's to make friends or accomplish big things—or both—let people know.

9 Find out how you did.

Your cookie business is hard work. Always welcome tips on how to be better at it. And if they don't tell you, find out! After the sale, ask the customer how the sale went and what you could've done to make it better.

10 Say thanks.

Saying "thank you" is easy. And it means a lot to the people buying cookies.

Good luck!



Cookie season is here.

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