

# Girl Scout Cookie Entrepreneur Program

Being a Girl Scout Cookie Entrepreneur is an honor you've earned from your exemplary participation in the Girl Scout Cookie Program. Now it's your turn to teach the future Trefoil Tycoons your trips and tricks to a successful cookie business.



*Think back to your first Girl Scout Cookie booth!*

*What do you wish you knew back then?  
And what can you teach younger Girl Scout Cookie Entrepreneurs?*

## Girl Scout Cookie Entrepreneur responsibilities:

Mentor a group of first-time cookie sellers

Provide assistance to your service unit by collecting booth site locations

Help at Cookie Rallies



# Plan a trip to a local troop meeting!

Younger girls will be thrilled that you are helping them learn to sell Girl Scout Cookies®. Some girls have been looking forward to this experience for a long time. Other girls may have no idea what all the fun is about. But ALL the girls want your time and attention. You're their role model!

Now that you're older, you can understand how important it is for young girls to have positive role models – older girls who help them understand how to live healthy, positive lives and make good choices. Now, that's you!



**HELLO**  
*my name is*

## **Making a great first impression starts with...**

Introduce yourself!

Ask if any girls have eaten a Girl Scout Cookie - and what's their favorite one?

Explain what the Girl Scout Cookie Program is all about.

Ask if they have any questions.



# Focus on the 5 skills

## Goal Setting

### Goal Setting — Goal Tracker

#### Goal on a roll

After setting their goals, Girl Scouts will be on a roll this season! With this DEY package goal tracker, they can keep tabs on their progress and share it with customers.

**Supplies:**

- Goal Tracker template
- Cardstock paper
- Scissors
- Tape
- Markers

**The event payoff:** By having goal setting fun & engaging, they achieve awareness going through the season.



Little Brownie BAKERS

## Business Ethics

### Customer IQ Quiz

There are five types of Girl Scout Cookie™ customers. Can you name them?



## Money Management

### Money Management — Payment Whiteboards

#### Ways to pay

Promote payment options on this DEY whiteboard. Whether Girl Scouts want to advertise handles, credit card acceptance or donations, it will keep their message front and center.

**Supplies:**

- Empty picture frame (size of your choice)
- Colored paper
- Scissors
- Dry erase markers
- Gable Card

**Instructions:**

1. Remove the back of the frame and cut it to trace a rectangle on the colored paper. Cut out your rectangle with scissors. Fit the paper into the frame and replace the back.
2. Flip over your frame. Decorate the front with Gable Card and use dry erase markers to write on the glass.



**The event payoff:** Girl Scouts can increase the number of ways they accept all forms of payment — from offering donations and handles.

Little Brownie BAKERS

## Decision Making

### Money Management — Calculating Goals

#### Do the goal math

Help Girl Scouts calculate their package goals by first identifying what they want to do with their cookie proceeds. Start with a brainstorming session, estimate the costs and let them do the math! This is a great time to discuss troop goals for the year.

**Supplies:**

- Gable Card Worksheet
- Pencils
- List of items (optional)



Little Brownie BAKERS

Check out  
[littlebrowniebakery.com](http://littlebrowniebakery.com)  
for more activities to do  
with your young  
entrepreneurs!

## People Skills

### The Five Cookie Customers

Pitch Practice



# Hey Troop Leader!

Try these ***Cookie Entrepreneur Best Practices*** to get your older girls involved in the Girl Scout Cookie Entrepreneur Program.



Establish the Cookie Entrepreneur Program as a special recognition of top sellers and the skills they've learned.

Make sure they are signed up to receive emails about troops that are requesting their expertise!

Encourage Cookie Entrepreneurs to work cookie booths with the first-time sellers and mentor them in how to approach customers.

Girls should feel honored they were invited to be a Cookie Entrepreneur.

Explain that Cookie Entrepreneur is a great way for girls to earn service or leadership hours.

And younger girls will aspire to be Cookie Entrepreneurs someday.

Provide specially designed training for Cookie Entrepreneurs — Little Brownie resources make it easy and upbeat.

Assign each Cookie Entrepreneur to a troop of Girl Scout Daisies or Brownies for mentoring.

Find Cookie Rallies near you for your Cookie Entrepreneurs to take lead and teach young Girl Scouts their tips!

Celebrate those wonderful Cookie Entrepreneurs when the season is over.



# The secret to working with younger girls

Younger girls have shorter attention spans. They may have trouble paying attention for more than a short period and they may be easily distracted by their friends. They're also full of energy! Here are some tried and true tips for working with younger girls.

## **Watch:**

[Welcome Girl Scout Cookie Entrepreneur!](#)

## **Remember!**

You play a special part in the Girl Scout Cookie Program and hold a very special place in the hearts of girls. You're a role model for leadership. By teaching other girls about the cookie program, you're helping them reach their dream



Don't talk for more than 10 minutes at a time.

Break up your teaching with activities and games to get girls active.

Get help from other adults.

Establish a way to get their attention if they get too loud or distracted.

When in doubt - sing a couple camp songs!

# Girl Scout Cookie Entrepreneur Journal

What's the most important thing you've learned from your Girl Scout Cookie Seasons?

I want to help younger Girl Scouts by...

How do you want to help younger Girl Scouts?

The biggest surprise was...

Who was your role model?

At the cookie booth, girls learned...

How have you seen your teachers or Girl Scout volunteers maintain a group's attention? What works best?

By being a Cookie Entrepreneur, I learned...

# Step-by-Step Guide for Girl Scout Cookie Entrepreneurs

## ***Congratulations! You're a Cookie Entrepreneur.***

That means you play an important role in educating younger girls about the Girl Scout Cookie Program. So gather your materials and keep it simple.



## ***1. Get started by introducing yourself***

How long have you been a Girl Scout? Tell them a short story about when you were new to cookie selling. Try these discussion starters:

- Have you ever eaten a Girl Scout Cookie?
- Have you ever seen Girl Scouts® selling cookies?
- Does selling cookies sound like fun?



### **Watch Cookie Rookie!**

The [Cookie Rookie video](#) gives first-time cookie sellers a high-energy overview of the season.

## ***2. Get to know your cookies***

In order to sell, girls need to know what they are selling. Play a game like Cookie Concentration and then maybe make a cookie craft.

### **Review the cookie varieties your council offers.**

- Be prepared to describe each variety.
- Have pictures of the cookies and boxes to reference while you are teaching.



### **Help girls become gluten-free gurus by explaining:**

- Toffee-tastic™ Girl Scout Cookies offer fantastic flavor for everyone, even those who avoid gluten.
- The cost of production is slightly higher because it contains more expensive ingredients and requires special testing of the production line.
- Point to the NSF logo on the box, which shows they've been certified.



### **Cookie Concentration Game:**

Print cards with images of the cookies. Mix up the cards and place them face down in a grid on the floor. Girls take turns flipping two cards over to find matches.

When they find a match, let them taste the cookie if you have samples!

### 3. How to sell

Young girls will need lots of practice before selling cookies. Show them how you pitch to a customer and practice what to say when a customer says no. Give girls examples for door-to-door selling and booth sales. Then, role play to give girls a chance to practice.

#### Simple Pitch Game:



Sit in a circle with girls. Toss a ball to one girl and ask her to give her pitch. When she's done, she tosses the ball to another girl and invites her to practice her pitch. Play continues until all girls have had a turn and are comfortable with their pitches.

### 4. Show them the money.



Girls will need to know how to identify money and count back change at cookie booths.

COOKIES



#### Play Store!

Try setting up a play store of toys or pictures of toys and a sampling of real or play money. Girls can alternate the roles of store owners and customers.

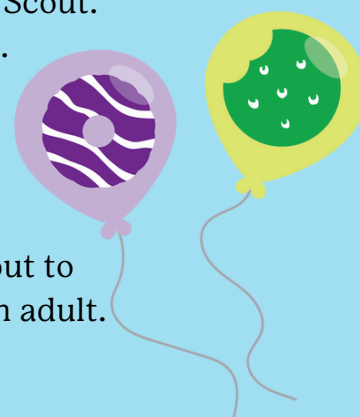
### 4. Safety comes first



Girls should always follow safety rules when selling Girl Scout Cookies. Review the safety rules with girls then play a game of Safety Charades.

#### Review safety rules

1. Wear a Girl Scout pin and/or clothing to identify yourself as a Girl Scout.
2. Adults must accompany Girl Scout Daisies, Brownies and Juniors.
3. Always use the buddy system.
4. Have a plan for safe-guarding money with adults.
5. Never enter a customer's home or vehicle.
6. Sell only during daylight hours, unless accompanied by an adult.
7. Girls' last names and contact information should never be given out to customers. Use a group contact number or address overseen by an adult.



#### Play Safety Charades!

Girls take turns drawing a safety rule and, without talking, try to get the other girls to guess what rule she is acting out.



## 6. Marketing makes the sale



You know great marketing encourages customers to buy more cookies.



### Create marketing materials.

Provide supplies for girls to create booth posters, banners, sandwich boards or even cookie costumes.

## 6. Set some goals

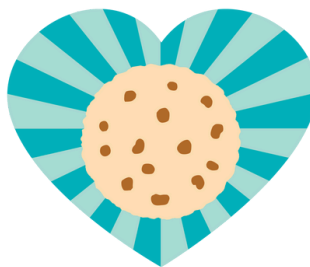


What will girls do with their cookie money? It's up to them. Encourage girls to set two types of goals: something they'd like to try and something they can do to help others.



### Brainstorm

Give girls supplies to draw their ideas then help them brainstorm ways to turn their drawings into goals.



# Have Cookie Entrepreneurs find your cookie booth sites!

Make sure you have a copy of the Cookie Booth Request paperwork and/or online form.

If they are reluctant to sign the paperwork, mention that it is needed for Girl Scout insurance purposes.

Ask an employee that is not helping a customer for the manager/owner so you can ask about setting up Girl Scout Cookie Booths. Be prepared for questions!

Photograph any complete paperwork and send to your service unit product program manager the day it is completed. Keep the physical copy to turn in to your service unit.

Ask if the business has any restrictions and if a bathroom will be available for use by Girl Scouts. If a business does not have a preference on hours, it will be defaulted to their business hours.

Service hours can only apply to booths set up in your service unit. Ask your service unit product program manager how many hours a Girl Scout earns for each booth site!

## Rules:

- Adults must be present when a Girl Scout approaches a business to set up a cookie booth. Girl safety is always first priority.
- Vest or sash must be worn. You are representing Girl Scouts for the council and service unit. Looking presentable and following the Girl Scout Law is a must.
- No more than 2 Girl Scouts should approach a business together.
- Girls must notify their service unit product program manager before they visit any business. We do not want to bombard anyone by asking multiple times.
- Cookie booths must be open to all Girl Scouts. Any business on the list is a long standing service unit cookie booth that is open to all and will not be approved as a troop cookie booth.

**Girl Scout  
Cookies® are  
HERE!**

