Girl Guide Cookies
Biscuits des Guides

Girl Guides

Cookie-Selling Tips for Girls (and Parents)

Tips for selling success:

- ✓ Know the correct price of cookies - $5.00 per box.
- ✓ Always wear something that shows you are a Girl Guide when selling cookies! It helps people know why you are fundraising and it will help you to sell more cookies.
- ✓ Always say “please” and “thank you”, even if the person doesn’t buy.
- ✓ Keep lots of change on hand when selling and know how to count it out.
- ✓ Have a cookie selling goal – individual and unit - make sure to let customers know.
- ✓ Remind customers that Girl Guide cookies make a great gift for friends, family and co-workers.
- ✓ Decorate your booth, wagon or car with cookie posters, empty cookie boxes and badges.
- ✓ Hand out thank you and recipe cards as a token of appreciating for supporting your goal.
- ✓ If a customer is not home, follow up at another time or leave a sorry we missed you note.
- ✓ Once you have sold most of your cookies revisit customers that purchased early to ask if they would like to purchase more before they have gone until next year.
- ✓ Smile and show that you’re having fun!

Ideas for selling more cookies (besides going door-to-door):

- Sell cookies at garage sales. Instead of a lemonade stand, create a Girl Guide Cookie stand!
- Approach a business and ask them if you can sell during lunch hour or after work or ask if they will allow you to post a sign-up sheet. A picture of you or your unit will help people to see who they are supporting.
- How many businesses in your community have waiting areas? Hairdressers, real estate agents, car dealerships - if they offer coffee to their customers’ maybe they’d like some cookies as well!
- Sell near busy commuter locations. Everyone likes a treat for the long commute home.
- Visit a senior’s residence and hold a cookie tasting.
- Going somewhere? Take a carton of cookies with you if you must sit and wait for someone -at an arena or the dance studio. People may approach you to buy cookies. Always make sure a box is out and keep change around just in case.
- Make up a cookie jingle to sing while you’re selling.
- Contact a local hotel or bed and breakfast to see if they would like to buy Girl Guide cookies as a thank you for guests or to put out with afternoon tea.

HAPPY SELLING!

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