

Getting Ready to Sell – Selling Tips for Girls

- SMILE!
- Use please and thank you, even if the person does not buy.
- Know your cookie facts.
- Know your safety rules.
- Wear your uniform.
- Have money on hand to make change, and know how to count it out.
- Ask customers if they would like to help support the Girl Guides of Canada. It helps to remind people this is a fundraiser to support you and your fellow Guiders with Guiding activities.
- Write down the addresses of potential customers that were not home and try again later.
- Re-visit customers that purchased at the beginning of the campaign to ask if they would like to purchase more cookies before they are all gone until next year!
- Post a sign-up sheet at a workplace/business. A picture of you or your unit on the poster will help people to see who they are supporting. **All parents must give permission to post picture.
- Hand out thank you cards, recipe cards, bookmarks, and cards as tokens of appreciation for supporting Girl Guides of Canada.

Have you tried...

- Singing a cookie sales jingle to your potential customers?
- Making a giant cookie costume or wearable sign?
- Decorating your booth, wagon, or car with Girl Guide posters, empty cookie boxes, brochures and badges?
- Organizing a Cookie blitz with your Unit or other Units in your area?
- Contacting local businesses to see if they would like to buy cookies to serve at meetings, or to give out as thank you gifts to their clients and staff?
- Setting up a booth in a public hot spot, like a mall or a local craft sale, or during sporting events?
- Reminding customers that Girl Guide cookies make a great gift for friends, family and co-workers?
- Displaying cookie recipes and cookie crafts while you are selling?

Remember...

- Safety First
- Be Polite
- Be Prepared
- Be Creative
- Have Fun!

Good Luck and Happy Selling!

