

Business Skills and the Cookie Program

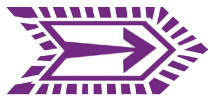
Participating in the Girl Scout Cookie Program allows girls to develop skills that will benefit them throughout their personal and professional lives, while having fun.

This handout will walk you through how to guide your troop to develop these skills to set them up for success. By completing the following activities, your troop will have also met the requirements for the annual Girl Scout Cookie Sale Activity Pin.

The five business skills the girls will be exposed to are:



Goal Setting



Decision Making



Money Management



People Skills



Business Ethics



Cookie Sale Activity Pin

The Cookie Activity Pin is available for purchase in our shops or online. Each year the pin is a different color and the pin can be moved up to her current uniform. The 2017 pin is light pink. The pin is worn on the front of her uniform.

This activity includes:

- 5 business skills explained
- Goal setting instructions and worksheet for girls
- Build a S'more which helps girls learn how to ask customers to buy cookies through role playing
- Cookie Jar Law which teaches girls how the Girl Scout Promise and Law applies to the Cookie Program

The 5 Business Skills Explained

The Girl Scout Cookie Program is the largest girl-led business in the country. This program is packed full of tradition and fun for the girls, while teaching them valuable business skills. As they continue to participate in the cookie program through the years, they are able to hone in on these skills to become valuable leaders and businesswomen.

Goal Setting

Establishing a goal can include the number of packages she wants to sell, a project or trip planned, or a reward or experience. When a girl sets a goal, it teaches her to establish a standard of her own to do her best to achieve. She can apply this goal setting skill to school, work and life.

What did the girls sell last year? Can you increase it? Is it doable?

What would the troop like to do with the cookie proceeds? How many cookies would the troop need to sell? Is it doable?

Decision Making

Running a business is all about working with groups to make smart decisions. Decisions may include how the troop will use its money, how the troop will decorate the booth, or what role each girl will take at a booth. This practice of problem solving teaches girls to make decisions based on the input of the troop and is a key skill of a good leader.

How will your troop be selling cookies? – door to door, cookie booths?

What neighborhoods?

Where will they be selling? – council arranged booth, troop arranged booth, mobile sales?

Go through the Safety Guidelines with the troop.

Money Management

Learning to budget and understanding the value of a dollar is a life skill girls need to make smart financial decisions in the future. They begin by taking orders, handling customers' money, and tracking sales goals. These hands-on lessons in financial literacy, business, and entrepreneurship are what makes the Cookie Program so successful for girls.

Is your troop comfortable identifying cash and making change?

For the troop goal, how many boxes do they need to sell? Track sales weekly (use the money that is turned in to the troop) to keep the girls involved with selling.

If they reach their sales goal early, don't let them quit selling! Explain about saving money for future troop activities or creating a rainy day fund.

People Skills



Learning how to talk to, listen to, and work with all kinds of people while selling cookies is important. These experiences allow her to develop healthy relationship and conflict resolution skills she can use throughout her life. This is a true example of how Girl Scouting builds girls of courage, confidence, and character.

Are your girls able to talk to people? Many girls find this difficult. They are bouncy and socialable in meetings, but put them in front of anyone else and they clam up as shy as ever. Have the girls practice their elevator speech during the meeting.

Then prepare them with various answers they may receive. Remind them that there will be an adult with them, but that the adult isn't selling cookies, they are.

How do you act at a booth? Good cookie booth behavior by girls and adults is expected. This helps strengthen our relationship with the business, and makes potential Girl Scouts want to be one. Bad cookie booth behavior jeopardizes future cookie booths and is a poor reflection of all Girl Scouts. Reports of bad behavior of girls or adults, may result in removal of cookie booths for that troop.

Business Ethics



"I will do my best to be Honest and Fair..." Her Cookie Program business ethics reinforce the positive values she is developing as a Girl Scout and this becomes second nature to the girls as an individual, a troop member, and as an integral part of their community. The standard of ethics the girls learn in the Cookie Program is what makes this all girl business an essential part of Girl Scouting.

Each aspect of the Girl Scout Law applies to the Cookie Program

- **Honest and Fair:** Girls need to be honest with customer questions and when handling money. Fairness comes around when every girl gets a chance to sell cookies individually and as a troop.
- **Friendly and Helpful:** Girls need to make eye contact and say 'hi' selling cookies. No one wants to buy cookies from a grumpy girl.
- **Considerate and Caring:** Consideration of the customers by using good behavior and saying 'thank you', taking turns with other girls in their troop.
- **Courageous and Strong:** Being brave enough to speak with customers and asking them to purchase from them.
- **Responsible for What I Say and Do:** If girls sign up to work at a booth – they show up on time and ready to jump in. If she is out of a cookie and tells the customer that she will be right back, she will be. They are able to follow through on their words.
- **Respect Myself and Others:** Respect themselves and others by showing up with a neat, clean appearance wearing their vest/sash. Speaking politely and listening to others.
- **Respect Authority:** Girls should be listening and following the directions of the troop adults at a booth, or with them on the door-to-door sales.
- **Use Resources Wisely:** Keep selling materials together to avoid having to scramble when a cookie booth comes up. Make sure unsold cookies are transferred to another girl or troop that can sell them to save a trip to the cookie cupboard.
- **Make the World a Better Place:** Consider participating in one of the cookie donation programs. Leave your booth area cleaner than you found it.
- **Be a Sister to Every Girl Scout:** Girls work together as a team. Each girl does the best she can selling cookies to make the troop stronger and give the troop more opportunities with the funds they earn.

Goal Worksheet Instructions

Materials:

- Worksheet (1 per girl)
- Pencils
- Sales numbers from previous Cookie Program



How to use the worksheet

Each girl should have her own worksheet that she can fill in as part of the troop.

Talk to your troop about setting individual goals. If your troop participated in the Cookie Program last year, have the individual and troop sale numbers available.

- Do your girls think they can sell more, individually?
- As a troop?
- Are there any circumstances that affected their sales from last year?

Individual goals

Have the girls check the rewards. Is there something that she has her eye on? Is she hoping for a camp experience? Cookie Credits are great to use for council events and camps—they can also be redeemed at the Girl Scout shops. Be aware – since these are not gift cards, they do have an expiration date and cannot be replaced if they are lost or accidentally thrown away.

Troop goals

What would your troop like to do with the cookie money they earn? The base troop proceeds for a package of cookies is \$.65. Ask the girls what they would like to do as a troop with the money the troop earns. Overnight at the museum? Go on a special field trip for badge work? Complete a service project? Find out how many packages of cookies will need to be sold to achieve their goal.

Checking in

Once the goal is set, let the girls know weekly where the troop is at in reaching the goal. Remember only the sold cookies count toward the goal, not the packages of cookies that are picked up from the cupboard. In order to avoid confusion, use the amount of money that is turned into the troop and divide by 4 (5 for gluten free) for the total packages sold.

On the left hand side of the sheet, have each girl keep track of her progress throughout the sale.

My First Cookie Sale



New troops

You may run into some hesitant parents since this is new, and they do not want to have their girls get in over their heads. You can check your Troop Cookie Manager Guidebook to see what the average girl sold in your grade level last year. Does that seem reasonable? If not, don't be afraid to set a goal that is attainable for your troop.

Goal Worksheet



My progress

Week 1 _____

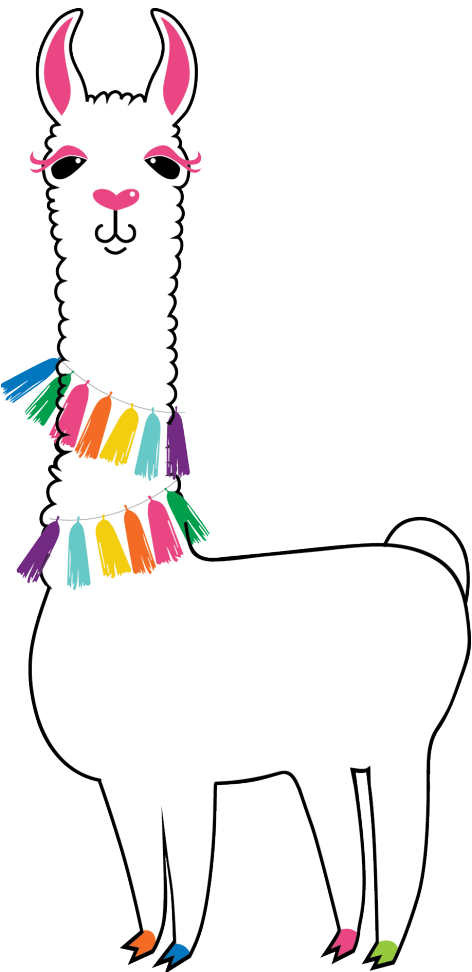
Week 2 _____

Week 3 _____

Week 4 _____

Week 5 _____

Week 6 _____



My goal is to sell cookie packages

Our troop goal is to raise money for:

Ways we are going to sell:

Last year I sold cookies packages

Last year my troop sold cookies packages

Build A S'more



People Skills



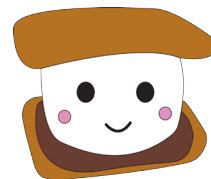
Money Management

Objective

- **People Skills:** Girls will be comfortable talking to people about the Cookie Program
- **Money Management:** Girls will be able to talk about their goals and where the money goes

Materials Needed

- Light brown felt in 2x2 inch squares, 2 per girl
- Dark brown felt in 2x2 inch squares, 1 per girl
- Large cotton balls – 1 per girl
- Glue (Aleene's Original Tacky Glue works great! Available at Michaels for \$1.99.)
- Safety pin (optional) – if the girls want to pin the s'more to their jacket



If your troop is less traditional, go ahead and have different colors of felt for a brighter, more creative s'more!

S'more Instructions

Girls will earn the pieces to make their s'mores as they accomplish the tasks below. During role playing, if a girl successfully completes each item, she earns that part of the s'more. After all girls earn all the s'more pieces, glue the parts together and have the girls discuss what they learned.

- Graham Cracker - Introduction and ask for sale
- Chocolate – What are you selling cookies for? (you and your troop's sales goals)
- Marshmallow – Where does the money go in Girl Scouts? (funds programs for girls, helps take care of our camps, contributes to financial aid)
- Graham Cracker – Thank the customer



Want to learn more? Learn how the cookie crumbles as www.girlscoutsv.org/how-the-cookie-crumbles

Door-to-Door Role Play

One of the scariest things for beginning sellers, is to approach customers to ask for a sale. The more you have the girls role-play the situation, the more comfortable they will be. Remind the girls that they should always have an adult/parent with them while they sell, but it is up to the girl to sell the cookies, not the adult.

Have the girls pair off and take turns being the 'customer' and the 'cookie seller.' (If you have a door available in your meeting room/space, this will add to the fun. The seller will get to knock on the door, and the customer will get to answer it.)

Example: (knock, knock, knock – customer answers the door.)

Seller: Hi, would you like to buy some Girl Scout cookies?'

From there, the customer will be able to ask anything: 'How much is a package? What varieties do you have? What is your goal? Why are you selling cookies? Where does the money go? etc.

Have the customer 'purchase' cookies. How many packages? How much will that cost?

The seller should always thank the customer for purchasing cookies. If the customer has already purchased from another girl, the response should be 'Thank you for supporting Girl Scouts.' If the customer is not purchasing, stress upon the girls to still say 'Thank you.'

Booth Role Play

- A booth is typically run by 2-6 Girl Scouts (sometimes a limit of girls is placed by the hosting business).
- Stress the importance of behaving like good businesswomen.
 - Role play the booth situation: what are the roles needed? Do all the girls go behind the table? Are they all squished together?
 - What is acceptable behavior? Will customers want to buy cookies from a loud group of girls yelling or a group of girls smiling and making eye-contact?
- Have the girls take turns selling in a booth and being the customer. Talk about what is different and what is the same.
- Once the girls are able to do the four steps below they can build their s'more.
 1. Ask for the sale.
 2. Explain your individual and troop goals.
 3. Talk about what the money does for Girl Scouts.
 4. Thank the customer.

The Cookie Jar Law



Business Ethics

Materials needed:

- Sheet of cookie printouts
- Masking tape
- Pen or marker
- Cookie jar printout
- Packing tape (optional)
- Envelope or lunch size paper bag

Cut out the cookie jar and the cookies. You can “lamine” the cookies using packing tape.

On the back of each cookie identify the cookie with the name and part of the Girl Scout law with masking tape.

- Thin Mints – Honest & Fair
- Caramel deLites – Friendly & Helpful
- Peanut Butter Patties – Considerate & Caring
- Lemonades – Courageous & Strong
- Peanut Butter Sandwich – Responsible for what I say and do
- Thanks A Lot – Respect myself and others, respect authority
- Shortbread – Use resources wisely
- Trios – Make the world a better place
- S’mores – Be a sister to every Girl Scout

Tape the cookie jar onto the bag/envelope.

Girls will take turns randomly picking a cookie from the cookie jar. Have her identify which cookie she has chosen. On the back of the cookie, will be part of the Girl Scout Law. Discuss how that law applies to what you do in the Girl Scout Cookie Program as a businesswoman.

See earlier in this packet for how each aspect of the Girl Scout Law applies to the Cookie Program.

At the end of this activity, girls will be able to identify each cookie, and will be able to state how good business practices applies to the Girl Scout Law.

