

Sample Sales Script and Safety

To make the best possible impression as a Girl Scout, below are a few sales tips to help ensure success:

- Practice using the sample sales script below. A script is an important aspect of any sales process. It gives the customer the impression that you are prepared and gives them vital information they need to know during and after the sales process.
- Dress in your Girl Scout uniform or wear something that distinguishes you as a Girl Scout. Make sure you are neatly dressed. First impressions are important.
- Greet the customer in a friendly manner: Smile, introduce yourself (first name only) and speak loud and clear.

SAMPLE SALES SCRIPT:

Hi, my name is (first name). I am with Girl Scout Troop (troop #). I am selling a variety of Girl Scout Cookies to earn money for: (What are you and your troop working toward?) My goal is to sell (personal goal or troop goal) packages of cookies. Will you help me reach my goal?

I have a variety of cookies with me today – do you have any questions about them?

My troop is collecting cookies for (insert Cookie Share organization). If you would like to purchase cookies for our troop to donate, please enter the number of packages on my Cookie Share tracking form.

If you decide that you would like to purchase more cookies, here is my business card and contact information for my troop leader. (Give them a business card)

Here is my card if you have any questions or need to order more cookies. Call my leader and she will let me know. Thank you for your support. I really appreciate it. Have a great day!

WHAT DO YOU SAY?

Girls role play “knocking on doors” to practice their sales script, and what they may say in different situations.

Scenario 1—A pleasant customer who easily buys a few packages.

Scenario 2—An older woman with diabetes who can't eat cookies.

Scenario 3—A questioning person about goals and where profits are going.

Scenario 4—Gruff person who won't buy cookies.

Scenario 5—A lady who already bought from another girl.

Scenario 6—A person who thinks the cost is too high.

Scenario 7—Person who might want to buy more later and asks for your phone number.

Scenario 8—Someone who doesn't want cookies but would like to donate money.