

# **Cookie Training - Prepare the Troops!**

This is a wide game that helps troops get ready for their product sale.

## **Objectives:**

- The girls will learn and practice proper greetings, presentation and speaking skills, sales techniques, and customer service.
- The girls will work with parents/guardians/leaders to review safety and set goals.
- The parents will gain a better understanding of the goals of the troop, their daughter's goals, and how this program helps them to achieve them.
- The parents will understand the safety and practices of the program and help their daughter to follow these standards and achieve their goals.

## **Supplies and Set-up:**

- Establish "houses" around the room. This can be a chair in each corner or just having a parent/guardian stand in a certain spot. This is where the adults will be stationed and the girls will practice as if they are going "door-to-door". You may also wish to set up a booth sale station with money and "props" (let the girls decide - posters, past incentive awards, cookie boxes, etc.)
- Copy the list of objectives attached. Separate into strips and have adults select one. (You can have them pick out of a hat, or let them choose, whatever works for you.) You may have to have adults do more than one, or have more than one with the same objective (depending on the size of your group).
- A timer to keep things moving. You will probably want to limit girls to 1-3 minutes per station, depending on the size of the group (less girls, less stations = more time).
- Girls should have their order cards to use to help show the product while they sell. They can use plain paper to record their "orders" at each station.

**Before the game** (at a previous meeting):

- Instruct the girls on proper greetings and goodbyes, presentation skills, safety, and product information. Resources to help with this include:
  - Try-Its: Manners, Cookies Count, Money Matters
  - Badges: Cookie Connection, Consumer Power
  - The order card and accompanying product sale paperwork
- Using the objectives you will give the adults, discuss each and the responses the girls would give.
- Have them talk about where parents are during the sale and what they should be doing (should mom be selling cookies and greeting customers? Should dad be wandering ahead and not paying attention?)

**THE GAME:**

*This is best done at the meeting right before the sale, so the information is fresh in the girls' minds. You may also want to set up a station that is a booth sale "cookie shop" for girls to practice making change and attracting and greeting customers.*

- Divide the girls into pairs (girls should never sell alone! They should always be with a parent. Have the girls take turn being "MOM" while the other sells - this can be very funny!).
- The girls go from station to station allowing a set time for each (set a timer).
- At each station the girls need to greet each customer, introduce themselves, present the product, answer questions, address objections, take orders (or not), thank the customer (whether they purchase or not), and say goodbyes.
- Once each girl has had a turn selling at each station, hold a group discussion with parents and girls over some cookies and milk (Girl Scout cookies, of course!!!).

### **Discussion questions:**

- Was there anyone you could not sell to? Why is it important to be friendly even when they say no? (Always be nice – that's a given, but a person might support GS in other ways, make sure you tell people about all the good things your troop is doing/has done this year)
- Was there any house where they asked you to do something unsafe?
- What was the most difficult thing to do?
- What was the most fun?
- What will you remember during the cookie sale?
- How did thing work at the booth? What did customers like/not like? What can we do to make it better?
- Ask adults how girls presented themselves (without picking on individual girls)? Were the girls loud enough? Did they speak clearly? Did they have answers to questions?

### **Sample objections and responses:**

I already bought cookies from another girl.

*(That's great! Thanks for supporting Girl Scouting. Maybe you'd like to get another box for when those run out? They freeze beautifully! They also make nice gifts for your mail carrier and trash/recycling collectors at the holidays.)*

I am on the ATKINS diet – no carbs.

*(Good for you! We do have a reduced fat cookie and the nutrition information is all here on our order card, but if it doesn't fit into your diet, maybe there is someone you might like to buy for, which would still give you the opportunity to help our troop and support Girl Scouting. Did I mention our troop goals?)*

I really don't have the cash right now.

*(That's ok because we can't take your money today. We don't collect the money until we deliver your cookies, which will be shortly after \_\_\_\_\_. So you can order today and we'll call you when your cookies arrive to arrange delivery, and you can pay at that time. Do you have a favorite cookie?)*

Sure, I'd love to buy cookies! Why don't you come inside and I'll get my wallet....

*(Thank you, but I'll wait outside with my parent/guardian.)*

They are so expensive!

*(This is the price most Girl Scout Councils in NJ are charging. We get a large amount of the money directly to our troop, which will really help us reach our goal for the year, which is \_\_\_\_\_ (a trip, a project, etc.). We really appreciate all the support we can get. So you're helping our troop, and you get delicious cookies, too! Do you have a favorite?)*

We spend our winters in Florida, so the cookies will go bad.

*(Our cookies freeze beautifully, so you won't have to worry about them spoiling - they'll be here when you get back. Or, if you don't want to purchase cookies for yourself, perhaps a box for your mail carrier or a friend? It will really help us reach our goal so we can \_\_\_\_\_ [a trip, a project, etc.]).*

I live alone and really don't eat sweets.

*(It sounds like you have a healthy lifestyle. That's great! We do have a reduced fat cookie and the nutrition information is all here on our order card, but if it doesn't fit into your diet, maybe there is someone you might like to buy for, which would still give you the opportunity to help our troop and support Girl Scouting. Did I mention our troop goals? Each box we deliver brings us closer to \_\_\_\_\_ so we can \_\_\_\_\_ [a trip, a project, etc.] Our Thin Mints actually were the number one selling brand of cookie last year, selling more cookies than OREO. Maybe a box for your mail carrier? It makes a nice tip for the holidays.)*

Be VERY Grouchy!!! Cookies were broken/stale last time you bought.

*(Is this a bad time? I can come back.)*

*(I am sorry you weren't satisfied with the cookies last time. I am with the Girl Scouts of Rolling Hills Council, and they have a published number in the phone book - if you are not satisfied with your cookies they will be happy to replace them with a fresh box.)*

I really don't have time right now.

*(That's ok. We'll be coming around again in a day or so and maybe you'll have a few minutes then. Thank you.)*

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I really am trying to watch my weight.

*(It sounds like you have a healthy lifestyle. That's great! We do have a reduced fat cookie and the nutrition information is all here on our order card, but if it doesn't fit into your diet, maybe there is someone you might like to buy for, which would still give you the opportunity to help our troop and support Girl Scouting. Did I mention our troop goals? Each box we deliver brings us closer to \_\_\_\_\_ so we can \_\_\_\_\_ [a trip, a project, etc.] Our Thin Mints actually were the number one selling brand of cookie last year, selling more cookies than OREO. Maybe a box for your mail carrier? It makes a nice tip for the holidays.)*

ADULT OBJECTIONS: (add your own - be creative!)

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I already bought cookies from another girl.

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I am on the ATKINS diet - no carbs.

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I really don't have the cash right now.

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Sure, I'd love to buy cookies! Why don't you come inside and I'll get my wallet....

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