Cookie Top Seller Tips

- The top reason why customers don't buy Girl Scout Cookies is because no one asks them. Don't be afraid to ask!
- Customers buy Girl Scout Cookies for two key reasons—they love the taste AND they want to support the girls. Always share your goals and plans with customers.
- Some customers may opt out or buy fewer cookies because of diet concerns. Be sure to promote the council's Gift of Caring program or your Hometown Hero, if your troop selects one.
- Most customers prefer to buy directly from a Girl Scout—whether they are approached in-person or sent an invite to a personal online page.
- Customers buy more boxes when the cookies are bundled. Some successful sellers will bundle with decorative bows and different gift cards/messages (e.g., birthday, anniversary or "just because").
- Girl Scout Cookie customers are loyal and tend to buy every year. Girls should keep a list of customers each year so they can return to them.
- When customers are asked to buy multiple times, they often buy multiple boxes.
- Follow up with previous customers to see if they'd like to place another order.
- Girl Scouts should be their authentic selves, enjoy the selling process, and focus on having fun.
- Customers want to get the best value for their money. Offer them the recipe cards available at LittleBrownieBakers.com.