



Cookie Collaborator

The saying “Two heads are better than one” means it’s better to have more people to help come up with ideas and solve problems. When you work with different people, such as your troop, community, and network, you can grow your cookie business. That’s what collaboration is!

Steps

1. Get to know the Girl Scout Cookie™ business
2. Decide on your goals
3. Collaborate on a troop budget
4. Reach more customers
5. Learn from your customers

Purpose

When I’ve earned this badge, I will know how to work with my Girl Scout team to set goals and make decisions to run my cookie business and how to collaborate with my friends and family to connect with more customers.



Yum!

Before you explore,

review the “Supplemental Safety Tips for Online Marketing” and “Digital Marketing Tips for Cookie Entrepreneurs and Families” at girlscouts.org.

Step 1: Get to know the Girl Scout Cookie business

There’s a lot more to your business than just selling cookies. Find out everything you can about the different kinds of cookies and what they cost. Use your order card to discover what’s new this year and, with an adult, explore Digital Cookie®/Smart Cookies® to learn more about online selling.

Choices—do one:

Design a cookie display. Work as a team to create a display for your cookies. Draw the cookies and descriptions on posters and signs. You can also use Girl Scout Cookie images you find online. Make sure to include information on how to buy the cookies! Display it at your cookie booth or in your community.

Practice with your online shopping cart. With an adult, visit the part of Digital Cookie/Smart Cookies that a customer sees and put different cookies in your shopping cart. Even though you’re not really buying them, you’ll find out what it’s like when customers buy their cookies online.

► For more fun: Make a video showing your customers how to buy cookies online. Have an adult help you share it.

Make a cookie quiz game. Whether you’re online or with your friends in person, write down the cookie descriptions on cards. Make a second set of cards that show drawings or cut out pictures of the different cookies without the name. Then create a matching game where each team matches the pictures with the right descriptions. Have fun playing and adding other cookie facts!



► For more fun: Earn your Junior Cookie Entrepreneur Family pin! With help from an adult, go to girlscouts.org/juniorcookiepin to find the requirements.



Words to Know

Collaborate: When you work with other people on your cookie business.

Cookie entrepreneur: When you sell Girl Scout Cookies, you set goals, talk to customers, make decisions, make mistakes, and try again. This is all part of being an entrepreneur!

Digital Cookie/Smart Cookies: A way for customers to buy cookies online. Depending on where you live, you will either use Digital Cookie (for Little Brownie Bakers councils) or Smart Cookies (for ABC Bakers councils) to manage digital sales.

Entrepreneur: Someone who creates something or finds a way to help people and solve problems. Entrepreneurs often use their ideas to create a business.

Feedback: What someone thinks of your ideas or how you run your business.

Network: The people you know are your network. For example, your network can be made up of your family, friends, teachers, Girl Scout sisters, cookie customers, and more.

Order card: Where you'll find the names of the cookies, what they cost, your customer's information, and the number of packages you sell.

Package goal: How many packages of cookies you and your troop plan to sell.

Pitch: What you tell your customers to get them excited about buying cookies from you.

Troop goal: What you plan to do with the money your troop earns selling cookies.

Troop proceeds: The portion of cookie sales kept by troops.

Safety First

Find out how to keep your cookie business safe. With help from an adult, go to [girlscouts.org](https://www.girlscouts.org) to find safety guidelines for selling digitally, door-to-door, or at a cookie booth.



Step 2: Decide on your goals

To be a good collaborator, it's important to listen to each other's ideas about your troop's goals. Do you want to buy snacks or supplies for your meetings? Or use the money for Girl Scout badges or awards? Your troop may choose to use some of the money for a special field trip, to help others, or to fund your group Bronze Award project.

Choices—do one:

Create a goal wheel. Decide on four troop cookie goals! Then draw a big circle and divide it into four pieces. Break into small groups to fill in one quarter circle for each goal and put them together like a pizza to form a goal wheel.

Make a goal ladder. Decide on your troop's cookie goals! Then draw a ladder. On each step, write your goal. Start at the bottom with the most important goal and move up to the top step. As you achieve your sales goals, mark the goal with a sticker. Display the ladder at your cookie booth or share it online.

Create teams for your goals. Break into four different teams of girls to be in charge of tracking goals for each category: “troop needs,” “field trips,” “help others,” and “other ideas” (such as buying books or funding a Bronze Award project). After you work out your budget in Step 3, include your package goal for each category too. Whenever you meet, share sales updates and have each team report on what goals are being met and how much more you'll need to sell. You might need to adjust your goals, so work with each team to figure out solutions.





Step 3: Collaborate on a troop budget

Now that you have your goals, decide how many packages you'll need to sell. Put a plan together for the money your troop will earn from each package sale. Do one of the choices to help set your budget. Then decide how you want to track your money. You can do things like create a sales chart poster or track your sales online using Digital Cookie/Smart Cookies.

Choices—do one:

Explore the costs with your team. Have each team member show your goals to a friend or family member to get feedback on how much it would cost. When you meet, share the information you've found and then collaborate on the "Cookie Planner" on page 7. Figure out how many packages of cookies you'll have to sell to meet each goal.

Make a budget pledge. Talk to an adult to figure out how much each goal would cost to do and set up your budget using the "Cookie Planner." Then have each team member pledge the number of packages you will sell as a group and what each will sell as an individual goal. Make sure the numbers add up. If the individual goals do not add up, think of things your troop can do as a team to make up the difference.

Get help from an expert. Invite a businessperson to your meeting and share your goal plan with them. Find out how much it would cost to achieve your goals and how many packages of cookies you'll need to sell. Use the "Cookie Planner" to come up with a troop budget.



Cookie Planner

We will use the money we earn to:	This goal will cost:
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total:	\$

Our troop earns \$ _____ per package. We need to sell _____ packages of cookies to meet our goal.

I plan to sell _____ packages of cookies.

Cookie Sales Strategies

Who will I sell to and how?

Email

Door-to-Door/Neighborhood

Cookie Booth

Social Media

Digital Cookie/Smart Cookies

Other

Use the spaces above to write down ideas and take notes for the different strategies of your sales plan. The more ways you try to reach customers, the closer you will be to achieving your goals!



Step 4: Reach more customers

Think about the people you know well, like family and friends. Next, think of other people you know, like a teacher or babysitter. That's the start of your network, which you can use to reach new customers. How else can you increase your customer base?

Choices—do one:

Draw your network circle. Draw a small circle with two larger circles around it, like a target. Write your name in the center circle. In the next circle, write the names of people you can easily contact to ask them to buy cookies, like your family and friends. This is your inner circle. Inside the biggest circle, write the names of past customers and ideas for new customers. This is your outer circle. You don't need names for everyone in this circle, just ideas of who you can reach out to. Think about who in your inner circle can help you make a connection to someone in your outer circle. Draw a line between them and ask them to help you make the connection!

Make a sales plan. Write your sales plan in a notebook, on a computer, or on paper. (You can also use the “Cookie Sales Strategies” organizer on page 8.) Include things like a list of how you plan to attract new customers. If you're selling at cookie booths, how many packages will you have? If you're doing door-to-door sales, how often will you go? If you're selling online, how many emails will you send using Digital Cookie/Smart Cookies?

Create a social media campaign. Sometimes the fastest way to reach your customers is by posting pictures, videos, and messages on social media. Create fun photos and messages for your customers and collaborate with an adult who can help share them online. Ask your customers to spread the word about your cookie business by sharing your business with others.



The Junior **Business Jumpstart** badge will give you even more tools to help improve your cookie business. You'll learn how to solve problems, get feedback, and pitch to your customers.



Step 5: Learn from your customers

Find ways to learn more about your customers so you can make your cookie business better! Have your troop divide into three groups and each pick a choice below. After each group completes the choice, ask them to share what they learned with the whole troop.

Choices—do one:

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Make a good impression. Role-play selling cookies with your friends. How will you greet your customers? What will you say to get them to buy? Practice selling to each other. Make a list of what you will do or not do to make a good impression and share it with the troop.

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Create a customer survey. With an adult's help, create an online survey to find out why customers buy or don't buy Girl Scout Cookies. See a sample survey on the next page. Use data from the survey to change your pitch to customers. Share your findings with the troop.

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Listen for clues. Customers often give you clues about what they want. Listen closely and be ready to respond with a suggestion or follow-up response to close a sale. If you've sold cookies before, think back on what customers have said in the past. Make a list of answers for when customers say things like: "I don't eat cookies."; "I already bought a box."; and "I can buy cookies for less money at the store." Come up with more things customers might say and prepare your responses. Share your list with the troop.

Sample Customer Survey

Please say how much you agree or disagree with these statements.

**Strongly
disagree**

Disagree

**Don't
agree or
disagree**

Agree

**Strongly
agree**

I buy Girl Scout
Cookies for
their taste.

☐☐☐☐☐

I buy Girl Scout
Cookies as a gift
for others.

☐☐☐☐☐

I buy Girl Scout
Cookies to support
a good cause.

☐☐☐☐☐

I prefer to buy
cookies online.

☐☐☐☐☐

I prefer to buy
cookies from a Girl
Scout in person.

☐☐☐☐☐



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