



It's Your Big Break! (A Cookie Break, that is.)

We know this year's cookie season comes with new challenges, including weather conditions that make it difficult to have booths and door-to-door deliveries. But we are Girl Scouts and that means, when challenges come our way, we put on our *'innovator'* hats to come up with solutions. We are committed to helping you with new and fun ways to meet your sales goals and we're excited to tell you about **Cookie Breaks!**

Just like Cookie Bosses, most businesses are operating a little differently this year and, in many cases, are working remotely and conducting all meetings virtually. People are ZOOMED out, but we have the perfect way to add a little fun to that next virtual meeting. It's called a **Cookie Break** and it's the perfect opportunity for you to have a captive audience to make your sales pitch to, share your Digital Cookie link, and hopefully sell many boxes of cookies in a single interaction.

Here's how it works:

- We've invited businesses throughout our council to sign up for a **Cookie Break**.
- By signing up, businesses are welcoming a Girl Scout to attend a scheduled virtual meeting with them and agreeing to allocate 5-7 minutes for her to make a Cookie Sales Pitch to their team of employees.
 - This is the perfect amount of time to show your pitch video, talk about how the sale benefits you and your troop and to share your Digital Cookie link.
- We believe bringing an easy way to order cookies right to the workplace will translate to many boxes of cookies sold. And we think some companies might even choose to surprise and delight their employees by taking the OPRAH route of "*You get a box, and you get a box, and you get a box...*" placing a bulk order to hand out.
- You can sign up to do **Cookie Breaks** just like you sign up to do a scheduled booth, so be sure to keep an eye on the scheduled listings, as **Cookie Breaks** will be added all throughout the sale.
- Once you sign up for a **Cookie Break**, you will receive correspondence from Jessica Stacy with all the details you need to be successful, including the simple next steps you'll take to connect with your assigned business and prepare for your scheduled meeting.
- And you can also look for opportunities to schedule your own **Cookie Breaks** with businesses and organizations you are connected to. Simply reach out to those that you know and ask for the opportunity!

So...get your sales pitches ready and prepare to *Tagalong* on some real-life business meetings. We can't wait to hear about your experiences and see you shine. In the meantime, we'll keep working on *S'more* ways to help you achieve your goals, because together...**We've Got This!**