



Cookie Program Business Pitch:

You know of a business; you would like to approach to see if they will allow you and/or your troop to sale Girl Scout cookies at the location, purchase Girl Scout cookie *or* ask for donation for Hometown Heroes?

How to create your own pitch:

- Start by introducing yourself
- Let them know what is the Girl Scout Cookie Program
- Explain why you are participating in the Cookie Program and the days of the sale.
- Share your goals and how they can help you towards reaching them
- Think about an approach strategy
 - What is the best use they could have with the Cookie Program?
 - Allow a cookie booth? They will attract more customers/clients
 - Donate to Hometown Heroes? It is a creative way to say thank you to our day-to-day Heroes, local and far way.
 - Purchase Girl Scout cookies? It can be a nice way to say Thank you to their customers, volunteers or staff.
- Ask if they have questions
- At the end Thank them for their time and consideration. Do not forget to let them know the sale ends on **DATE**

Tips:

- Practice, practice!
- If you make a mistake, it is okay! Take a deep breath and keep going
- Dress for success – Your Girl Scout uniform is best.
- Be prepared for a business to say no. Should this happen, **do not** be discouraged! Thank them for their time and consideration and provide them with your adult's contact information so they may reach out if they are interested at a later time.

Now you are ready to head out to pitch that sale proposal. *Good Luck!*



If you have any questions reach out to your Troop Cookie Manager. Troop Co-Leader or the Council Cookie Team.