

Cookie Program Sales Pitch

It's cookie season and you are excited to sell. How do you get people as excited to buy cookies?

What to say during your sales pitch:

1. First, tell people who you are and what is your goal
2. Tell them about the different cookies and their cost
3. Let them know what your Troop plans on doing with the cookie profits
4. Mention what your sales goal and what your Troop's goal is
5. Explain how they can donate cookies to local Hometown Heroes
6. End by asking if they would like to buy or donate cookies
7. Always say thank you!

You can also make up a rhyme or jingle to add to your sales pitch to make it catchy!

Practice makes perfect pitches! Make sure to practice your sales pitch with family and friends. This will help you perfect what to say and help you prepare for any questions.

Pitch online: You can also pitch your sales through social media. You can list your sales goal, explain what your Troop will do with the profits, and mention the Hometown Heroes program. Please make sure your parent or caregiver approves before posting anything!

Wishing you a pitch perfect cookie season!

