girl scouts
heart of new jersey

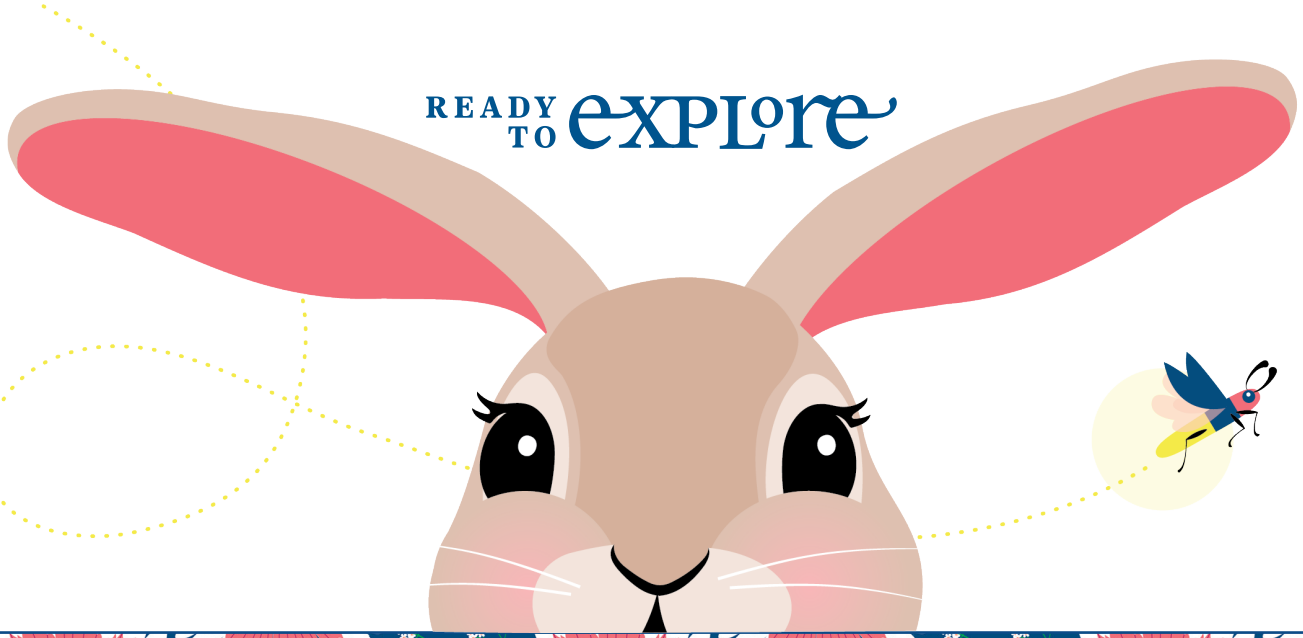
COOKIE UNIVERSITY

2027

Cookie Skills Lab 2027

Participant Workbook

READY TO EXPLORE



1. Set the Goal, Achieve the Goal!

When you sell cookies, you earn money, which you can use to go on trips, plan activities, earn badges, and help others in the community. As a Girl Scout troop, you get to choose what to spend that money on. Talk about it, the decision is yours but make sure that it is realistic and achievable.

For example:

Achievable: I want to sell 100 boxes of cookies and go roller skating with my troop.
Not Achievable: I want to sell 20 boxes and go to Disney World.

Brainstorm!

Complete this worksheet to set your individual and troop goals.

What do you want to do with your cookie earnings?

How many cookie boxes does your troop need to sell to reach that goal?

How many cookie boxes do you need to sell to help your troop reach that goal?

What steps will you take to get there?

4.

3.

2.

1.

Example:

Step 4: Participate in 2 Cookie Booths
Step 3: Send at least 20 emails
Step 2: Call and ask 20 friends and family members to make an order
Step 1: Set up my cookie website



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Bracelet Template



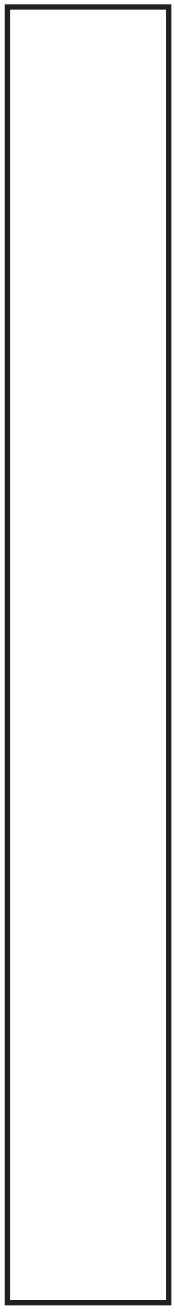
Make a bracelet that will remind you of your goals. Here are small, medium, and large templates.

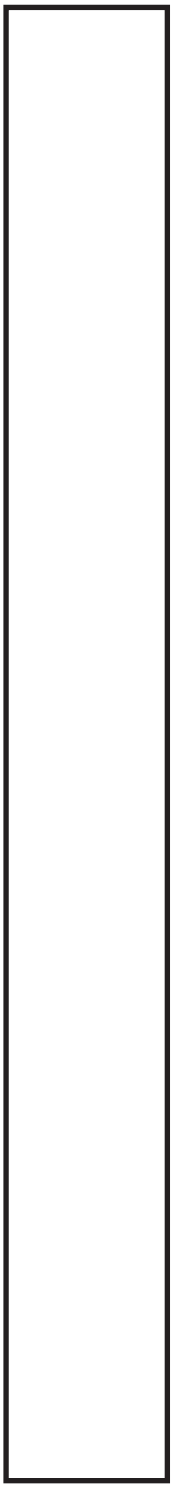
- Use them as a guide to help you measure and cut string.
- Draw your bracelet design on the inside with the number of rabbits that match your goal.

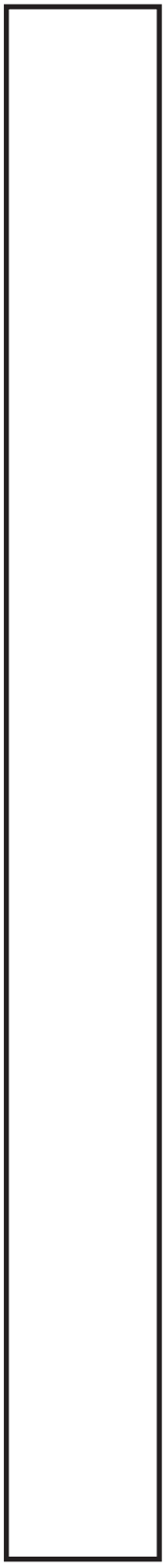


1 rabbit = 50 boxes

- Use tape to attach your string to the top of whichever template you want to use.
- String beads according to your design.
- Tie your bracelet ends together.
- Add a drop of glue on your knot to help it stay!



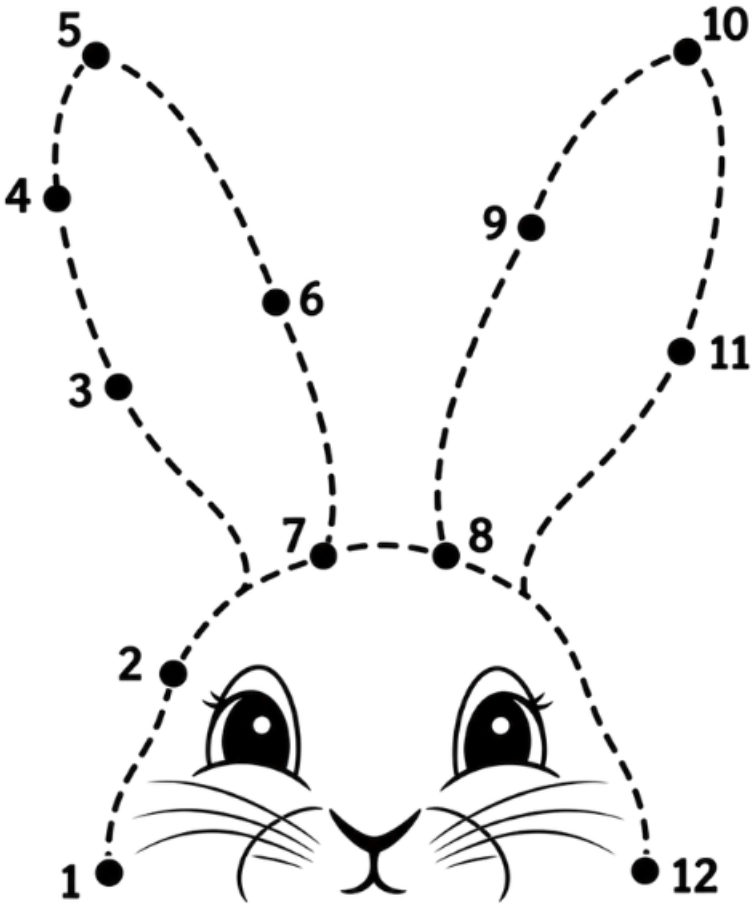




2.

Find the Lie!

You will play 2 Truths and a Lie. For every lie you detect, connect the dots around the rabbit's head. Then you will be **"Ready to Explore."** Once you're done, you can color the lop-eared rabbit.



READY TO EXPLORE

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explore

4. Manage the Sale!



Make the Sale!

- Ask questions to learn what the customer likes.
- Recommend cookies based on the customer's interests.

Possible Objections

- I already bought cookies.
- I don't have much money.
- I don't have cash.
- I don't know what I want.
- I'll think about it.
- I'm on a diet.
- Can I get a discount?

Ways to sell more boxes

- Would you like one for home and one for the freezer?
- Would you like to try our newest cookie?
- I'm glad we have your favorite, would you like to choose another flavor to try?
- Thank you, your purchase helps fund our Girl Scout adventures. Would you like another box?
- Should we pick out another flavor to share?
- Would you like to add another box? Every box helps us reach our goal.