

FIVE STEPS TO EARN YOUR




Junior Pins



YEAR 1



YEAR 2

Check off the boxes as you complete each activity with your family—you can earn a different pin each year! Adults, look for the  throughout for special ways you can help!


1. Strategize your sales. Talk with your family to figure out a realistic goal of how many cookies you think you can sell, then set a second goal focused on your sales method—like how many packages you'll sell digitally or how many customers you can upsell.

My troop goal is _____ packages so we can _____.

My personal goal is _____ packages, and my strategic goal is _____.

2. Learn from the past. If you've sold Girl Scout Cookies before, think about what worked and what could have gone better. If this is your first time, ask a Girl Scout who knows the ropes to tell you about her experience. Make an "action plan" that includes everything you'll need to run your cookie business.


- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

 **The path to success.** Goal setting isn't only about numbers—it can also be about sales strategy. Help her think through all the different ways she could make a sale, then create a goal for one of them.


Cookie Goal Tracker

- _____ packages
- _____ packages
- _____ packages
- _____ packages
- _____ packages
- _____ packages
- _____ packages



 **Step back.** Girls feel the greatest sense of pride when they have ownership over their sales and get to flex their decision-making skills. So feel free to give feedback, but make sure you let her come up with the plan herself.

- 3. Run the show.** Although your family is responsible for keeping the money you collect safe, you're responsible for everything else—from counting money and giving change to managing your cookie inventory and meeting deadlines. Record the dates here, then track them on a family calendar and let your family know what specific help you need.

 **Check in with her.** She's ready to take charge of her business! Help her think about how she'll track her orders, double check her math, and handle money (with adult supervision). You're there to advise and support, but this is her time to shine.

My Cookie Business Dates

Girl Scout Cookie season starts on: _____


Cookie order deadline: _____

Cookie pick-up: _____


Money due date(s): _____

My other deadlines: _____

- 4. Fine-tune your pitch.** Improve your pitch using customer feedback and test it with your family. If your troop has not earned the Customer Insights badge, interview or survey past and potential customers about their cookie-buying habits.

 **Spark her curiosity.** Knowing her audience is a major people skill. Give her more insight about her customers by having her use a free survey tool online or creating a poll to post on social media.

- 5. Know your product.** Not every cookie is right for every customer! Learn which ones are gluten-free, vegan, and nut-free for those with allergies and dietary restrictions.

 **Truth in advertising.** Quiz her cookie knowledge! By having the facts and being transparent about her products, your girl is learning the foundation of business ethics.

Check with your troop leader about how your girl can get each pin, or head to [girlscoutshop.com](https://www.girlscoutshop.com) to purchase it.