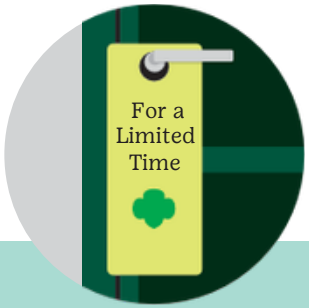
Explore Selling Online-Only Products This Cookie Season!



Discover a new way to grow your business.

Grow your business in exciting ways by offering fun online-only products for shipping, that customers can buy from your Digital Cookie store to arrive at their home, all while you build confidence and real-world skills along the way.

Sales Tip: Design a fun digital graphic with your Digital Cookie link and send it to family and friends by text or email. They'll love discovering the new Online Exclusive items!



Practice real world business skills.

Lots of businesses use online-only products to get customers excited. Now it's your turn! Help your customers find special cookies available on your Digital Cookie storefront.

Sales Tip: When you are selling door to door or taking orders, leave behind a cute business card with your Digital Cookie link or QR code and a note about the new products.



Reach new customers who love special finds.

Connect with customers looking for limited time treats or have unique needs. They will love shopping for these products and can buy them from the comforts of their own homes.

Sales Tip: Ask your friends and family to share your Digital Cookie link with dog lovers and friends looking for allergy friendly treats.



Sell more without carrying more.

Online only products let you offer new or specialty treats without handling extra inventory at booths or in-person sales. This keeps your setup simple and organized while still giving customers fun, exciting options to explore.

Sales Tip: Design a flyer with a Digital Cookie QR code (yours or your troop's) and display it at your booth to show off online goodies and remind customers that cookies make perfect gifts!

Visit **girlscouts.org/CookieBusinessTools** to support your season.

Online Marketing Q&A for Girl Scouts

Customer: I've been hearing about the new dog cookie; do you have them?

Answer: I'm so glad you asked! Patch Pals™, our exciting new cookie for dogs, are only available online for a limited time. You can order them right now through this QR code, and they will be shipped directly to you.

Customer: Why are these new products available online only? Why can't I get these now?

Answer: Some new Girl Scout Cookies are offered online so we can add new items while keeping in-person sales focused on the cookies you know and love. You can find these new cookies in my online store, or I'd be happy to share more about what I have available in person!

Customer: I went to purchase the new [dog or allergy free] cookie online and couldn't believe how much the shipping was! Why can't I buy them directly and save money?

Answer: I hear you. Currently, these products are only available through my online store and are shipped directly to customers. I'd still be happy to show you the cookies I have available today!

Girl to Customer

Hi, I'm selling Girl Scout Cookies! I see you have a dog. Would you like to learn more about our new cookie for dogs? You can now purchase cookies for yourself and your furry friend!

Answer if "yes": Patch Pals™ are soft baked, blueberry muffin-flavored dog cookies. They are available on my online store for direct shipping for a limited time! You can make a purchase from my store at your convenience.

Answer if "no": That's okay! We also have classic favorites like Thin Mints®, Caramel deLites and even our new Rocky Road Ice Cream- flavored cookie, Exploremores®. Would you like to purchase any of these?

Hi, would you like to buy Girl Scout Cookies to help us reach our goals? We have many options available, plus a few online exclusive products available through my online store. I am super excited that we are now offering a dog cookie and an allergy friendly cookie! Would you like to hear more about them?

Answer if "yes": Great! Patch Pals™ is our first ever Girl Scout Cookie for dogs. They are blueberry muffin-flavored cookies with chunks of real blueberries. They cost (x$). Girl Scout Sparkables™ is our allergy-friendly oatmeal chocolate chip cookie dotted with colorful sprinkles. They are gluten-free, nut-free, and vegan. They cost ($x). You can buy them by scanning my QR code.

Answer if "no": No problem. I also have many classic Girl Scout Cookie flavors, what is your favorite type of cookie?

Hi, I overheard you say you have a [gluten or nut allergy]. Would you like to hear about our new allergy friendly cookie?

Answer if "yes": Girl Scout Sparkables™ are allergy-friendly oatmeal chocolate chip cookies dotted with colorful sprinkles. They are gluten-free, nut-free, and vegan—and available online for a limited time! You can order them right now through my Digital Cookie storefront with this QR code, and they will be shipped directly to you.

Answer if "no": No problem, here's a link to my QR code/online store. I hope you will check it out later or share it and help me reach my goals!