



Your Girl Guide cookie selling skills belong on your resume

Selling Girl Guide cookies is a pretty sweet deal – it helps fund amazing Girl Guide activities, camps and trips while also helping you develop some really powerful skills. It’s a fact – your cookie selling experience gives you very

marketable skills that look great on your resume. Whether you’re applying for a job, an internship or a post-secondary opportunity, here’s how your Girl Guide cookie selling experience can give you an edge.

Skills you’ve gained through Girl Guide cookie sales

GOAL SETTING

You’ve proven through cookie selling that you’re someone who can set goals and develop a plan to reach them.

WORKING WITH THE PUBLIC

Whether you’re answering questions from customers or setting up a sales booth at a community event, cookie selling has made you a customer relations pro and given you the confidence to effectively communicate with others.

SALES AND MARKETING

Understanding what influences customers, developing powerful sales pitches and creating successful marketing tools are skills that will be valuable for many roles.

TEAM WORK

Collaborating with the girls in your unit to make your cookie sales a success and dividing roles to reach your goals makes you a pro at team work – a skill that pretty much every employer is looking for.

MONEY MANAGEMENT

From collecting and safely handling cookie selling money to budgeting how your unit will allocate the funds – you’re developing key financial skills and business savvy.



Don’t underestimate all the skills you’ve developed through cookie sales – they can really make your resume stand out!



Girl Guides of Canada
Guides du Canada



Sell yourself with examples

Sometimes you'll be asked on an application or in an interview for examples of how you've demonstrated your stellar skills. This is your chance to set yourself apart and showcase just what you have to offer. Here are a few examples of how to pitch your proven success through specific examples from cookie sales:

Being a team player

“Teamwork is critical to making our Girl Guide cookie sales a success. I work with a team of girls to make sure that tasks are shared out based on everyone's interests and individual skill set.”

Resourceful problem solver

“When bad weather meant we couldn't set up our sales event at an outdoor location, I helped quickly find an indoor location with better customer traffic and quickly re-scheduled all our sales volunteers.”

Innovative

“I created a new design for our cookie booth that helped improve customer flow and led to us selling more cookies than previous years.”

Project planning

“We wanted to increase our sales by 10 per cent so I helped develop targeted new sales pitches to our customers to help achieve that goal.”

Working well under pressure

“We had a big goal to sell a lot of cookies in just one year to help fund our trip to India. I worked with our whole unit to come up with a sales plan, with regular check-ins to make sure we all had the support we needed to reach our goal. Being able to travel overseas was a great reward for all of our hard work.”



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