








Secrets of the Cookie Sellers!

Need a refresh on your cookie selling strategies? Take a look at this list of cookie selling secrets to get some cookie selling inspiration!

Secret	How?	Results!
<p data-bbox="239 402 550 435">\$\$ Girl Account \$\$</p> <p data-bbox="71 444 714 568">Direct the profit from every case above and beyond the required two cases to go into a girl's Guiding "account".</p> 	<p data-bbox="743 444 1356 695">Have a Guider, treasurer or as a unit, track the cases sold above the two cases and log the profit on a spreadsheet. This can be done like a real bank account and the girls can take pride in their accomplishments.</p> <p data-bbox="743 743 1327 867">Profit per case, currently, is \$10.55, so make it easy and say \$10 per case.</p>	<p data-bbox="1386 444 2028 568">Guiding money is then used to support outings and camps for that girl, <u>reducing her cost</u>.</p> <p data-bbox="1386 617 2028 740">The money can then be moved up to the next branch if the girl doesn't use it all in that Guiding year.</p> <p data-bbox="1386 789 1969 912">As a Pathfinder or Ranger, she can apply the money to the great travel opportunities that come her way.</p>
<p data-bbox="239 954 550 987">Top Cookie Sellers</p>		
<p data-bbox="71 1042 638 1123">Aside from the National Cookie All Stars program (See below)...</p> <p data-bbox="71 1172 709 1253">Set prizes for the <u>Top 3 Cookie Sellers</u> in your unit or district.</p>	<p data-bbox="743 1042 1339 1205">Set up the prize structure before the cookies arrive, as part of your meeting about why we sell cookies and how best to sell them.</p>	<p data-bbox="1386 1042 2007 1286">Prizes don't have to be huge or of monetary value. Girls love to be able to choose things; songs, games, they can be in charge of choosing. But make sure to announce the winners and have certificates for them!</p>

Québec Cookie Ribbons		
<p>Don't forget to encourage selling that extra box in order to get her ribbon. Ribbons come in multiples of 25.</p> 	<p>It's as easy as filling in the form found on the QC website and emailing it to: cookies.biscuits@guidesquebec.ca and cookie ribbons will be sent to your unit!</p> <p style="text-align: center;">Here's the link</p>	<p>Presenting these awesome ribbons to the girls will highlight their continued efforts, as the number of BOXES sold (not cases) keeps going up throughout their Guiding years...25, 50, 75, 100, 125...1000!</p> <p>Check out the “1000 boxes” ribbon to the left. Pretty Cool! Let's see how many of these we can give out next year.</p>
Use Your Community		
<p>We all help out in our community, at schools, churches, senior homes, parades, sporting events...</p>	<p>... and so do the girls. Talk it over with them and encourage the girls to think of all the places they go and who might want to buy cookies.</p> <p>Will your community advertise for you? Use the Cookie posters EVERYWHERE you can. Just ask around.</p>	<p>Girls will quickly realize that not only can they sell more cases easily, but people in their community will become regular customers each selling season.</p>

<p>Don't Sell Cookies for \$5 a box</p>	<p>Take the time to teach the girls why we sell cookies and where the money goes.</p> <p>The sales line becomes:</p> <p><i>"Will you please make a donation to my great Guiding program and as a Thank You I can offer you a box a cookies"</i></p>	<p>Works every time!</p> 
<p>Cookie All Stars Program</p>	<p>National offers some really great prizes to encourage Super Selling in Canada. Talk it over with your unit and discuss the ways they, too, can sell enough cases to get a great prize. Here is how Quebec's All Stars sold their cases last year:</p> <ul style="list-style-type: none"> • Door-to-door, with siblings, family, other girls in Guiding (with hot chocolate in bad weather) • Mom & Dad take them to work • Goes to Mom's work on a pedagogical day • Facebook - "Cookies for sale, taking orders" • Contact previous buyers • At the school gate – they make a great after school snack! • Hockey games (their own, sibling's or parent's) • Garage sales - those shoppers need energy! • Local gas station - steady flow of clients • Bowling Alley - on a league night or weekend • At church - ask if you can speak about GGC • Between activities, while waiting for siblings 	<p>If you combine this with the idea of having a \$\$ Girl Account \$\$, parents and girls can get excited about not having to pay for Summer Camp at Wa-Thik-Ane next year, that overnight in Ottawa, or the train ride to the pizzeria with their unit.</p>
<p>We do have some really fabulous cookie sellers in this province. Girls who sell over 8 cases in a Guiding year, some sell as much as 80 cases!!</p> <p>Check it out here!</p> 		

<p>Always try to have a case or two of "the other kind"</p>		
	<p>Make sure the girls know that your unit has the mint cookies in the Spring and the classic cookies in the Fall.</p> <p>Perhaps even give each girl 2 boxes of the other kind to sell. We all know that customers will say, "Oh I prefer the other kind"... Surprise!</p>	<p>Girls get a kick out of this!</p> 
<p>Make cookies part of your program</p>		
<p>Actually plan cookies into your meetings, don't just rush the cases into Mom or Dad's trunk at the end of a unit meeting.</p> <p>This can make for two really easy and fun meetings each year.</p> <p>Sparks Brownies Guides Pathfinders Rangers</p>	<p>Check out the program related topics for each branch in your program books and online. There's a whole meeting in the Cookies Rising Meeting in a Box.</p> 	<p>This can make for two really easy and fun meetings each year.</p> <p>Girls who are more informed about the Cookie program are <u>great ambassadors for the Guiding movement</u>.</p> <p>They will have more confidence to deal with random questions about our yummy cookies.</p>

Contact your Cookie Adviser		
Get in touch with a Cookie Adviser for tips and planning cookie selling events. You can contact your district Cookie Adviser or the provincial Cookie Adviser.	District Cookie Adviser <hr/> Provincial Cookie Adviser: cookies.biscuits@guidesquebec.ca	Other ideas and support about cookie selling, organising district events, and local cookie strategies.
Keep a cookie notebook		
Remember what worked and didn't from year to year, the activities you planned, the name and selling activities of Cookie All Stars and other details that can help with selling next season.	Write it down, add it to district meeting minutes, start a Pinterest board (check out ours!) , or keep your own cookie selling notes. Use the blank space below to get started!	Information on your district or unit's cookie selling activity from year to year. Track the initiatives that work, and change those that didn't ! <i>"If nothing changed, there would be no butterflies!"</i>
Our unit's 'sell more cookies' secret:		