

Saleswoman Badge

For Girl Scout Juniors

Purpose: The fall product and cookie sale programs provide opportunities for learning, skill building and money earning. This badge will help you understand the product sale programs and learn ways to make them more successful for you and your troop.

To earn this badge, complete at least three activities from the Discover section, two from Connect, and one Take Action project.



Discover:

Goal Setting: It's exciting to plan a project or an outing and then see how you can earn the money to make it happen. With your troop, discuss the things you would like to do and how much it will cost. Keep a troop goal sheet during the sale. After the order-taking portion of the sale, evaluate the following with your troop: Did the troop meet its goal? As a troop, what things will you do differently next year?

Your Own Goal: Set your own individual goal. How many products would you like to sell? Make an individual goal chart to use during the sale. Figure out what incentives you would like to earn and how many products you need to sell to earn them. Also, if working on the cookie sale, how do you plan to use your cookie credits?

Safety: Help plan and participate in a discussion about safety. Talk about ways to keep yourself safe either during order-taking and delivery or at a booth sale. Make a poster of the results of the discussion and post at your meeting place as a reminder during the sale.

The How-Tos:

- Know your product. Find out about the Girl Scout cookies, nuts, candy, or other products you are selling. Know the different varieties; their names, the cost, the calories, etc.
- Taking orders: discuss with your troop what to say and do when selling.
- Keeping records: find out what information you need from your customers and why.
- Keep your order card for next year. You will have a good starting list of customers.

Passion for Fashion: How can you create the best first impression while selling? Why would good grooming be important? What impression does the Girl Scout uniform convey? Stage a fashion show demonstrating a good and a poor appearance.

Money Handling: Discuss the rules for handling money. Practice totaling orders, counting money and making change.

Deliveries: Selling your product was only the first step. Now you must deliver your orders and collect the money. Deliver to only a few customers at a time. Remember to say "thank you" and don't forget to take your adult "buddy" with you!

Connect:

Selling Techniques: Invite a salesperson to your troop meeting, or visit her at her workplace. Talk to her about her job: What does she sell, how did she train for her job, what does she like and dislike about her job? Ask for some tips on being a good salesperson.

Role Play: Ask a salesperson to demonstrate selling techniques, then put on a skit or puppet show to demonstrate the do's and don'ts of good saleswomanship. Take turns being the salesperson and the customer.

Advertisements: Watch TV, listen to the radio and read newspapers or magazines to see how products are advertised: Do they tell the truth? How do you feel when they put down another product? Make up an advertisement for your favorite Girl Scout product. Share it with your troop.

Sales Base: With your troop discuss ways to increase sales. What new groups can you approach? What new methods can you use? To how many people can you sell? Make a list of potential customers. Use this list while taking orders, and when setting your individual goal for the sale.

Take Action:

Complete one of the following projects, or design your own Take Action Project based on the things you learned while earning this badge.

Donate: Participate in "Gift of Caring" by choosing an organization you care about and giving your customers the opportunity to purchase product as a donation. Allocate a portion of your troop income to buy a few items to donate to your cause as well. It is important to become personally involved, so be sure to be present when the donation is made so you can interact with the recipients of your gift.

Create and Share: Make a new dessert using Girl Scout cookies, nuts or chocolate as the main ingredient to serve at a special occasion such as a troop ceremony or party.

