

Saleswoman Interest Project

For Girl Scout Cadettes, Seniors and Ambassadors

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

To earn this Interest Project, complete the REQUIRED activity. Do ONE of your choice from each of the THREE categories (LEARN, DO, SHARE). Design and do ONE activity of [YOUR OWN](#). Create a short [REFLECTION](#) after you've completed [all of the activities](#).



REQUIRED

Goals: With your troop, set your troop goal, program plans and budget. Each individual member should set her own personal goals as well. Will this sale provide enough income to cover your plans? What adjustments will you have to make to your plans if you don't meet your goal? Make an alternative plan (Plan B). What will you do with your income if your troop does not reach its goal?

LEARN

Maximize Income: Using the Troop Manager's product sales manual, figure out how your troop can maximize its income. Find out if there are different incentive plans your troop can choose from and if there are additional incentives for a certain number of items sold or per-girl average.

Management of the Sale: Learn about the planning and management of the Cookie Sale or the Fall Product Sale at the council level. What goes into the planning of the sale? Why do we have the sale? Who benefits from the sale? How is the sale managed? If possible, attend a training offered for Product Sale Managers at the council or Service Unit level.

Advertising: Explore different forms of advertising. Collect ads from print media such as newspapers and magazines. Write down some notes while you listen to ads on the radio and watch ads on TV. Where else can you find advertisements? The internet? Billboards? Advertising is everywhere! Once you've compiled your research, decide what attracts you first. Are products represented accurately? What types of advertising do you like best? Design a product advertisement for the Cookie Sale or Fall Product Sale.

Sales Careers: Spend two to three hours on the job with a salesperson. Did the person sell a service or a product? What skills are required in this type of sales? Or interview at least three people who have different types of sales careers. Learn about their education, training, hours, responsibilities and job benefits.

Tour: Visit a food manufacturing facility. Learn about the company's procedures, from the development of the product all the way to its advertisement and distribution.

Product Tracking: Track a product you will sell from conceiving the idea to putting the product into the hands of the consumer. List at least 8 jobs that are involved in the process and write a brief description about each of them.

DO

Booth Sales: Take a leadership role in running a booth sale for your troop. Choose the location, plan the advertising, decorate the area, order the product and schedule the girl and adult coverage.

Tracking: On your computer or by hand, prepare a spreadsheet to keep track of the troop goal. Convert your results to a graph and update it periodically throughout the sale. In addition, prepare a spreadsheet for each booth sale to keep track of the number of cookies and varieties sold. Keep this information to use when planning next year's sale.

Marketing Your Product: Create a marketing message to air on your local cable station or to appear in your local newspaper. Make sure to market the product and inform the public of all the things your troop is able to do because of the sale.

SHARE

Training: Present a sales training to a group of younger girls. Be sure to cover product information, selling techniques, safety, record keeping, money handling, good manners and goal setting. Make it fun and informative by including role-playing, skits, puppet shows, songs or games.

Manage the Sale: Take a leadership role in managing the sale. You may choose to assist your own troop leader, a new leader of a younger troop, your Service Unit Product Manager or area Cookie Cupboard Manager. Read the materials pertaining to the sale thoroughly. Help with training, distributing materials, compiling orders and/or distributing product.

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.

[YOUR OWN activity](#)

[REFLECTION](#)

[IP Intro](#)

