

Elevator Pitch Activity

Girl Scout Cookie™ Activity



Going up!

Girl Scouts build confidence and people skills when they practice their elevator pitch, a tried-and-true tool of successful businesswomen.

Supplies:

- Elevator pitch template
- List of possible customer responses
- Pencils or markers
- Scissors

Steps

- 1 Cut out the possible customer responses, and then fold and place them in a small container.
- 2 Ask girls to imagine they are in an elevator with a potential customer. How will they quickly convince a customer to buy Girl Scout Cookies® before the door opens and the customer leaves?
- 3 Invite girls to discuss important points that should be in their pitches, such as:
 - Greet the customer
 - Share your goals
 - Ask them to buy Girl Scout Cookies
 - Tell the customer a little about the different varieties
 - Suggest donating cookies if you have a Girl Scouts® Gift of Caring project
 - Close the sale
- 4 Challenge girls to write their own elevator pitches on their templates. Remind them to include the important points, but to also add some personal touches, like a mention of their favorite varieties.
- 5 Invite girls to practice their sales pitches with one another.
- 6 Ask each girl to take a turn drawing one of the customer responses, reading it aloud to the group and providing a possible response.
- 7 Encourage girls to discuss different ways to respond. Guide the group in choosing the best responses.



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Little Brownie
BAKERS®

girl scouts
cookie program

Possible customer responses:

I would love to buy some!

I might be interested, but I'm very busy right now.

Sure, but I never know what kind to get.

I'm sorry, but we don't have enough money right now.

I don't know. My mom isn't home.

I'd like to help you out, but I'm trying to cut down on sweets.

I'd like to buy a few packages for my wife. She loves chocolate.

These are my family's favorite cookies. I wish we could have them all year.

*Sure, come in while I decide which kinds to buy.**

What is the money from the Girl Scout Cookie Program[®] used for?

Unsafe scenario: Make sure Girl Scouts follow safety guidelines in scenarios like these. Review GSUSA guidelines at [girlscouts.org](https://www.girlscouts.org).

