

# Customer Knowledge

Teach teens how to tailor their Girl Scout Cookie™ pitches to different customers.

This workshop introduces the five types of cookie consumers, how to recognize them and how to create a cookie pitch perfect for each.



## Supplies:

- Overview of consumer segments
- Pitch Templates
- Virtual Backgrounds (for virtual pitches)



## Go Virtual!

Host breakout sessions and put Girl Scouts into groups. Give each group a different consumer segment to write a pitch for. One girl gives the pitch, the other will act as the customer. Come back together and take turns presenting.



Poll Girl Scouts on which segment they belong to!

People skills is one of the five essential skills learned through the Girl Scout Cookie Program.

This activity gets girls one step closer to earning a Cookie Business badge!

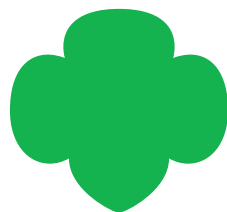




# The Five Cookie Customers

Pitch Practice Workshop





Cookie customers can be categorized into one of these five groups\*.  
Let's learn who they are and how you can market your  
Girl Scout Cookie™ business to each group.

**Program  
Believers**



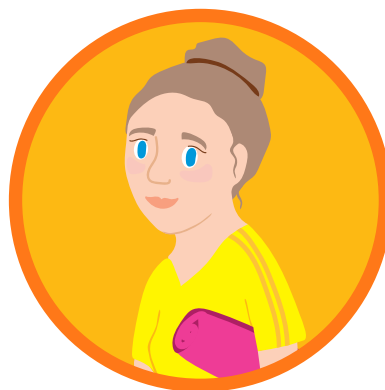
**Cookie  
Lovers**



**Conscious  
Supporters**



**Healthy  
Indulgers**



**Life  
Balancers**



#1



## Program Believers

### Why would they buy?

- They believe in the Girl Scouts<sup>®</sup> mission.
- They want to support your goals.

### How can you pitch to them?

- “People love getting Girl Scout Cookies<sup>®</sup> as gifts.”
- “Girl Scout Cookies make great snacks for on the go!”

### Roadblocks & how to respond

- If they say, “I’d love to support you, but I already bought some,” ask if they’d like to donate cookies to a local organization. That way, they support your goals while also giving back!

#1



girl scouts 

*Little Brownie*  
BAKERS

## Program Believers

**Do you know any Program Believers?**

**How would you sell to them?**

**What roadblocks might they have?**

#2



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## Cookie Lovers

### Why would they buy?

- They love a tasty treat.
- They want familiar flavors to satisfy cravings.

### How can you pitch to them?

- “Samoas® are back! Get all your favorite Girl Scout Cookies® now!”
- “Do you love Thin Mints®? New Raspberry Rally™ cookies are also crisp cookies with the same chocolaty coating.”

### Roadblocks & how to respond

- If they say, “I wish I could get these all the time,” you can remind them how much longer the season lasts — and that they can buy on Digital Cookie® if they run out.
- They can also buy in bulk and freeze for later!

#2



## Cookie Lovers

**Do you know any Cookie Lovers?**

**How would you sell to them?**

**What roadblocks might they have?**

#3



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## Conscious Supporters

### Why would they buy?

- They like to support organizations like Girl Scouts® that give back to the community.

### How can you pitch to them?

- “Girl Scout Cookie™ proceeds stay local to help us support our community.”
- “The skills I’m learning are shown on every package of Girl Scout Cookies!”

### Roadblocks & how to respond

- If they ask, “Do any of the cookies have natural ingredients?” tell them Girl Scout S’mores® are made with natural flavors, Thin Mints® are made with vegan ingredients and Toffee-tastic® cookies are gluten-free.

*They can always check the packaging for more ingredient info.*



#3



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## Conscious Supporters

**Do you know any Conscious Supporters?**

**How would you sell to them?**

**What roadblocks might they have?**

#4



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## Healthy Indulgencers

### Why would they buy?

- They want healthier options that still taste delicious.

### How can you pitch to them?

- “Girl Scout S’mores® and Do-si-dos® are made with natural ingredients.”

### Roadblocks & how to respond

- If they say, “I try not to buy sweets,” tell them about the Girl Scout Cookies® made with natural ingredients. Or, let them know they can donate instead.

#4



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## Healthy Indulgers

**Do you know any Healthy Indulgers?**

**How would you sell to them?**

**What roadblocks might they have?**

#5



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## Life Balancers

### Why would they buy?

- They like getting cookies for their children and family.
- They like when the buying process is simple and convenient.

### How can you pitch to them?

- “Girl Scout Cookies<sup>®</sup> are easy treats to pack in lunches.”
- “You can get everyone in the family a package of their own!”
- “You can buy cookies online and have them delivered right to your door!”

### Roadblocks & how to respond

- If they say, “We’d love to buy, but we’re careful about food allergens,” tell them allergen info is listed right on the package. Have the Allergen Guide from [LittleBrownie.com](http://LittleBrownie.com) on hand for specifics.

#5

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girl scouts 

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## Life Balancers

**Do you know any Life Balancers?**

**How would you sell to them?**

**What roadblocks might they have?**

# Pitch Practice Activity



## Part A

Girl Scouts take turns role playing a type of cookie customer. They act out the customer's characteristics for the other girls, like a game of charades.

The Girl Scouts in the audience try to figure out which cookie customer group they belong to from the clues given.

## Part B

After the customer is identified, an audience member gives the customer their cookie pitch. The customer responds with a roadblock.

The audience works together to strategize, tailoring a response to make the sale or make a bigger sale.

Print, cut out and give to Girl Scouts to reference while role playing as a cookie customer.



**Program Believers**

**Why would they buy?**

- They believe in the Girl Scouts' mission.
- They want to support your goals.

**Characteristics:**

- Could be Girl Scout Alum
- Familiar with the cookies & has a favorite or two

**Roadblock Ideas:**

*"I already bought Girl Scout Cookies this year from someone I know."*

*"I also donated cookies already."*



**Cookie Lovers**

**Why would they buy?**

- They love a tasty treat.
- They want familiar flavors to satisfy cravings.

**Characteristics:**

- Already has a favorite
- Knows their friends' & family's favorite cookies
- Want to know about any new cookie flavors

**Roadblock Ideas:**

*"I will get some the next time I see you! I already bought some."*

*"I already bought my favorites and I don't like the other Girl Scout Cookies."*



**Conscious Supporters**

**Why would they buy?**

- They like to support organizations like Girl Scouts that give back to the community.

**Characteristics:**

- Care that their money helps out the community
- Think about recycling & being environmentally kind

**Roadblock Ideas:**

*"Do any of the Girl Scout Cookies have natural ingredients?"*

*"I will donate next year."*



**Healthy Indulgencers**

**Why would they buy?**

- They want healthier options that still taste delicious.

**Characteristics:**

- Carefully watch what they consume due to dietary restrictions

**Roadblock Ideas:**

*"I try to not buy sweets."*

*"I cannot eat any of these Girl Scout Cookies."*



**Life Balancers**

**Why would they buy?**

- They like getting cookies for their children and family.
- They like when the buying process is simple and convenient.

**Characteristics:**

- On the go and often busy
- Young families or caregivers with children

**Roadblocks Ideas:**

*"We'd love to buy, but we're careful about food allergens."*

*"I don't have time to buy right now."*

Print a copy for each Girl Scout to reference while guessing, pitching and responding to the cookie customer.



**Program Believers**

**Why would they buy?**

- They believe in the Girl Scouts' mission.
- They want to support your goals.

**Pitch Starters:**

*"People love getting Girl Scout Cookies" as gifts."*

*"Girl Scout Cookies" make great snacks for on the go!"*

**Response Starters:**

*"You could donate Girl Scout Cookies! We donate our cookies to \_\_\_\_\_!"*  
Example: Troops over seas

*"That's great, thank you! Would you like to also donate to our cause? Our proceeds stay local and they will help our troop \_\_\_\_\_!"*  
Example: go to camp this summer



**Cookie Lovers**

**Why would they buy?**

- They love a tasty treat.
- They want familiar flavors to satisfy cravings.

**Pitch Starters:**

*"Samoas" are back! Get your favorite Girl Scout Cookies" now!"*

*"Do you love Thin Mints"? New Raspberry Rally" cookies are also crisp cookies with the same chocolaty coating!"*

**Response Starters:**

*"The favorites will sell out fast! Stocking up now is the best way to ensure tasty snacks in the future."*

*"You're on top of it! You could surprise a friend or family member with their favorites and your purchase will help me reach my goal of \_\_\_\_\_!"*  
Example: selling 500 packages



**Conscious Supporters**

**Why would they buy?**

- They like to support organizations like Girl Scouts" that give back to the community.

**Pitch Starters:**

*"Girl Scout Cookie" proceeds stay local to help us support our community."*

*"The skills I'm learning are shown on every package of Girl Scout Cookies!"*

**Response Starters:**

*"Girl Scout S'mores" are made with natural flavors, Thin Mints" are made with vegan ingredients and Toffee-tastic" cookies are gluten-free. Or you could donate so our troop can \_\_\_\_\_!"*  
Example: clean up our local parks

*"I look forward to that. This year my troop and I have a goal to raise enough money so that we are able to \_\_\_\_\_."*  
Example: earn a new patch together



**Healthy Indulgencers**

**Why would they buy?**

- They want healthier options that still taste delicious.

**Pitch Starters:**

*"Girl Scout S'mores" and Do-si-dos" are made with natural ingredients."*

**Response Starters:**

*"Toffee-tastic" cookies are gluten-free which are a good option, or you could purchase cookies for a loved one or for donation. Your donation would go towards \_\_\_\_\_!"*  
Example: local healthcare heroes

*"I'm sorry about that. You could buy cookies as gifts for others. Girl Scout Cookies" make the perfect treat for any occasion and it'll help me reach my goal of \_\_\_\_\_!"*  
Example: being my troops top seller



**Life Balancers**

**Why would they buy?**

- They like getting cookies for their children and family.
- They like when the buying process is simple and convenient.

**Pitch Starters:**

*"Girl Scout Cookies" are easy treats to pack in lunches."*

*"You can get everyone in the family a package of their own!"*

*"You can buy cookies online and have them delivered right to your door!"*

**Response Starters:**

*"We have an Allergen Guide so we can make sure the right choice is made!"*

*"You can buy Girl Scout Cookies" online when you have a chance! Scan my QR Code for my Digital Cookie" or \_\_\_\_\_." The cookies will even ship right to you!"*  
Example: I could email you