

Plan Your Fall Product Program Using These Five Skills



Goal Setting

Girls learn how to set goals and create a plan to reach them.

Start your Fall Product Program this year with a troop discussion on the importance of setting goals. Work on both a troop goal as well as individual goals for each girl. Talk about the troop goal first, keeping in mind the activities that everyone would like to do this year and how much money will be needed. Next, talk about how each girl can contribute to the troop goal by setting their own individual goals and working hard to reach them. Have the girls fill in the goal chart and record the troop's progress throughout the program to help keep everyone on track to reach each goal!

Decision Making

Girls learn to make decisions on their own and as a team.

During the program, there will be many decisions for the girls to make that will guide them toward reaching their goal. To start, they will need to decide which friends and family to contact and how best to contact them: in person, by phone or email, text messages, or on social media.

What actions should they take to maximize their results after that? The M2 system provides easy steps, with the help of a parent or guardian, to give their avatar a voice with their own personal message, upload a photo or video, or share on social media. Have each girl answer the questions below and note which decisions each one will make (or has made) when marketing their own program. Discuss and share ideas.

How will you contact your potential customers?

- | | | |
|------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> In person | <input type="checkbox"/> Phone call | <input type="checkbox"/> Text message |
| <input type="checkbox"/> Email | <input type="checkbox"/> Social media | <input type="checkbox"/> Send a note |

Will you use any online tools in the M2 system to get the word out?

- | | | |
|---|---|--|
| <input type="checkbox"/> Create a video | <input type="checkbox"/> Give your avatar a voice | <input type="checkbox"/> Hand out business cards |
|---|---|--|

Money Management

Girls learn to create a budget and handle money.

Throughout the program, encourage the girls to check their progress frequently. Sales reports are available on the dashboard for individual girls and at the troop level. Use the reports to calculate troop proceeds, then add in any sales from nut cards to see how close everyone is to reaching their individual goals and the troop goal.

People Skills

Girls find their voice and build confidence through customer interactions.

There are so many ways for the girls to communicate with their friends and family about the Fall Product Program: social media, phone calls, emails, text messages, and in person. Have the girls think about what products each potential customer might like that she could recommend to them. Encourage her to find her voice and it will help build confidence every time she talks to someone new about the program. Have each girl use the form below as a guide.

List of Potential Customers

	Name of Person	Ideas/Suggestions	Method of Contact <small>In person, phone call, text message, email, other?</small>	Did you follow up? <small>Yes/No</small>	Did you say thank you? <small>Yes/No</small>
	<i>Example Aunt Cathy</i>	<i>something chocolatey</i>	<i>phone call</i>	<i>yes</i>	<i>yes</i>
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Business Ethics

Girls learn to act ethically, both in business and life.

As the girls prepare to ask friends and family to support their efforts in the Fall Product Program, encourage them to contact their potential customers respectfully and in a timely manner. They should plan to share why the troop is earning money and what the troop intends to do with the proceeds earned. Any questions they are asked should be answered honestly and thoughtfully. Also, a "thank you" goes a long way. Each girl should make sure to say thank you to the people who took time out of their day to support them. Customers need to know that they are appreciated when they make a purchase that benefits the girl and her troop. Have each of the girls prepare for their part in the program by completing each of these activities:

- Create a list of plans for the proceeds that she can share with her supporters.
- Create her own note cards, stationery, or personalized email to say thank you to her supporters.