



Cookie CEO

What is a CEO? A Chief Entrepreneurship Officer manages all aspects of their own business and makes big decisions on how to reach and connect to customers. They make all marketing, inventory, and sales decisions with the support of their employees (aka, family members).

CEOs practice different characteristics and business skills while running their cookie business in order to develop an entrepreneurial mindset. Skills include being innovative, making tough decisions, setting goals, designing marketing campaigns, and learning from challenges.

Speaking of innovating and learning from challenges, entrepreneurs like to try new things and aren't afraid to try something they've never done before. This Cookie CEO program has been developed to experience a new sales approach that encourages bulk cookie purchases from businesses. This can be done individually or with a troop, PLUS girls earn the Cookie CEO patch when participating in this program.

STEP 1: Make a list of businesses to approach for a Cookie CEO bulk purchase presentation. Consider asking family members to set up a meeting with their co-workers, or even their entire company.

- Reach out to businesses to introduce yourself and ask to schedule a presentation date and time.

STEP 2: Develop a business-specific plan.

- Research the business to understand their mission and values
 - Who is their customer base?
 - Do they sell products or services?
 - Are they local, regional, or national?
- How would purchasing cookies benefit the business – *could they use them as staff or customer thank yous, in a menu item, as a gift with purchase?*
- If you worked for the business, what would you want to know before purchasing cookies?

STEP 3: Prepare and practice presentation. Make an outline – an outline is a something used to organize thoughts and the flow of a presentation. Presentations typically include an introduction, body and closing.

- Introduction – Share who you are (2-3 minutes)
 - Name and troop number
 - How long you've been a Girl Scout
 - Your favorite thing about being a Girl Scout
 - Consider sharing something fun that happened while selling cookies

- Body – Share your why (7 minutes)
 - Why you are selling and your goal
 - What you are selling
 - How the business can use what you are selling
 - How the purchase helps you reach your goal

- Closing – Engage and thank them (5 minutes)
 - Ask if they have additional ideas how purchasing cookies can support their business
 - Ask if they are able to support the purchase
 - Ask if they have a referral
 - Thank them for their time and answer questions

STEP 4: Reflect on what worked and didn't work and what could be done differently at your next business presentation. Visit girlscoutshop.com to purchase your new CEO patch!



Tips for Presenting		In-Person	Virtual
Be Brief - Presentation should be around 15 minutes, so the audience stays focused.		✓	✓
Keep it Simple – Presentation slides should be simple - avoid too many words, graphics and animation. Less is more!		✓	✓
Be Professional –			
A. Look into the camera, have good lighting, and a good microphone. Be mindful of what appears in the background – consider a virtual background.			✓
B. Wear your vest, sash or Girl Scout polo/shirt.		✓	✓
Stand Up – It encourages staying focused and good presentation skills -like vocal variety, belly breathing and pausing.		✓	✓
Be Prepared - Practice a minimum of 3 times in advance. Consider recording your practice sessions to learn what might need to be improved.		✓	✓
Be Supported – Have an adult available to help with technical issues and answer questions.		✓	✓
Be Specific – Ask deliberate questions to avoid people answering at once. For example, instead of asking “Are there any questions?” try “Who has any questions about the product?”		✓	✓
Be Early –As the presenter, be ready to go and present at least 15 minutes before the start of the meeting.			✓
Know your Audience – in advance of the presentation know about the business. Do they sell products or a service? Who is their target customer?		✓	✓
Important To Do’s		In-Person	Virtual
Week of Meeting – Confirm date and time of meeting		✓	✓
Day of Presentation			
A. Make sure to have computer, copy of presentation on USB, projector (if needed), power cord, connection cords		✓	✓
B. Ensure internet access – WIFI password, hotspot		✓	✓
C. Bring handouts and visuals - business cards, product, bottled water		✓	