

Girl Scout Cookie Business Pitch Tip Sheet



How to Confidently Approach Local Businesses

Selling cookies to businesses is a great way to grow your sales and practice the 5 skills! Follow these simple steps to make a strong, professional pitch.

1.

Get Ready Before You Go

- ✓ Wear your Girl Scout uniform, vest, or something neat and professional
- ✓ Practice your pitch out loud or even with a friend or family member
- ✓ Know your goal (How many boxes are you hoping to sell?)

Bring:

- Order forms or your digital cookie link/QR code
- A pen
- Information about the cookie program and how proceeds support your troop

Tip: Call ahead and ask when the manager or owner would be available for a quick visit.



2.

Introduce Yourself with Confidence

Smile, make eye contact, and speak clearly. Shake their hand firmly as you introduce yourself.

Sample Opening:

“Hi! My name is ___ and I’m a Girl Scout with Troop ___. I’m participating in the Girl Scout Cookie Program to support our Council and troop activities, like [explain some of the cool things you and your troop are doing this year!]”

3.

Explain the Value

Businesses like to know how they benefit too! You can mention:

- Cookies for employees as a treat
- Cookies for customers or client gifts
- Donating cookies to local heroes
- Supporting opportunities for Girl Scouts to try new things, make new friends, and give back to their community

Example:

“Many local businesses purchase cookies as employee appreciation gifts or donate them through our Care to Share program, which donates cookies to military, food banks, and hometown heroes. Proceeds from your purchase stay local *and* fund activities like Girl Scout camps and programs, service projects, and skill-building experiences for Girl Scouts like me.”

5 Skills of Entrepreneurship

Goal Setting 

Decision Making 

Money Management 

People Skills 

Business Ethics 

Girl Scout Cookie Business Pitch



Tip Sheet



(Continued)

4. **Make a Clear Ask**

Be specific and confident.

Examples:

- “Would you be interested in purchasing 5–10 boxes for your staff?”
- “Would your business like to sponsor a donation of cookies to local first responders?”

Then pause and listen.

5.

Handle Questions Like a Pro

They might ask:

- How much do they cost?
- What varieties are available?
- Where does the money go?
- Answer clearly and honestly. If you don’t know something, say, “That’s a great question. Let me find out and follow up with you.”

6.

Close Politely (No Matter What!)

If they say YES:

- Thank them enthusiastically
- Confirm the order
- Explain delivery timing
- Send a thank-you note afterward

If they say NOT THIS TIME:

Smile and say:

- “Thank you so much for your time. I appreciate you listening to my pitch!”
- Remember practice makes perfect and this pitch served as good practice for your next one.



Bonus Tips for Success

- Be polite to everyone you interact with at the business
- Keep your pitch under 2 minutes
- Speak clearly and confidently
- Remember: You’re not just asking them to buy cookies – you’re asking them to support Girl Scouts!