



# Pitch Like a Girl Scout Cookie Boss

**July 14 , 2025 90-minute virtual learning  
session for Cadettes, Seniors, and  
Ambassadors on how to deliver a corporate  
pitch.**



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## Meeting Agreements

- Q&A is open or feel free to raise your hand or unmute. There will also be time for Q&A at the end of the webinar.
- Respect one another.
- Respect time.
- This program is being recorded, and the recording will be emailed out for your reference by July 15.
- You can also access the recording from the gsHelp Center Article Entrepreneurship Program: Pitch Like A Girl Scout Cookie Boss
- Questions about the program or after the webinar? Contact us at 510.995.2900 or [Kkuehn@gsnorcal.org](mailto:Kkuehn@gsnorcal.org).



# Program Goal

# Agenda



What is a Corporate Pitch?

Pitch Considerations

Preparing for a corporate pitch

Reward Selection Survey

Q&A - Thank you -  
Reminders

# What is a Corporate Pitch?

# Corporate Sale Pitch

Corporate pitches are structured presentations where individuals or teams "pitch" an idea, product, or program to a corporate audience—usually decision-makers like executives, funders, or community engagement teams—with the goal of securing support, funding, partnerships, or opportunities.

## Corporate Sale Pitch & Our Goal

### Our Goal

To work in teams to "pitch" the purchase of Girl Scout Cookies to our corporate partners, with the hope of securing their support, while promoting the ability of these delicious iconic cookies that powers Girl Scout experiences and how they can be used by corporations to promote, incentivize, enrich, or enhance their staff or customer experiences.



Goal Setting

# The Basic Structure of a Corporate Pitch.



## Introduction (2-3 min)

- Introduce the GSNorCal Organization & Girl Scouts on the call.
- Greet and become familiar with the corporate audience in the room.
- Share the Cookie Program Outcomes

## Body (7 min max)

- Explain what purchasing cookies means for the actual Girl Scout Experience. Link personal examples and sentiments.
- Share the product line up
- Provided examples on how their support can benefit their company.
  - Create community, providing incentives, or to show appreciation, all while supporting an organization dedicated to building girls of courage, confidence, and character.

## Closing (5 min max)

- Ask and listen to other ideas the corporation may have for supporting GSNorCal.
- Lock in ways they want to support through purchasing cookies
- Thank them for their time and make sure to set a good time to follow up with them.



# Pitch Introductions



Share who you are and find how who they are!  
**Possible things to say:**

- Your name, and program level
- How long have you been in Girl Scouts?
- Share what council we are in and the support structures you receive as a Girl Scouts. Council, SU, Troop, Girl Scouts!
- Share the 5 skills you gain by participating in Girl Scouts Entrepreneurship Programs



- Find out who is in the room from the company you are pitching to.

# Role -The Connector



**Capture attention, establish rapport, and build curiosity.**

- Greet the audience warmly and confidently.
- Introduce the team and the purpose of the pitch.
- Learn something about the audience if possible (ask a question, reference shared values like community or youth empowerment).
- Set the tone (friendly, professional, upbeat).
- Provide a quick hook – a compelling fact, question, or relatable story to grab interest.

## Tips:

Smile and make eye contact. Avoid reading, speak like you're having a conversation. Keep it short and sweet, just enough to set the stage.

# Body of the Pitch



**What are you selling, why, and how does it benefit them?**

- What does cookies power- Girl Scout Experiences
- Product Lineup
- Menu of options to support
  - Bulk purchase for staff snacks or thank you
  - Bulk purchase for customers of the corporation
- Explain Care to Share (CTS) Program
  - Bulk purchase of CTS Cookies from GSNorCal to donate, on behalf of the corporation
    - i.e. donate to their local food pantry, first responders, or military
- Reference pricing sheet sent ahead of meeting-Ready for questions?

# Role -The Informer



**Explain the product, service, or idea clearly and persuasively.**

- Describe what you're offering (e.g., the Girl Scout Cookie Program, your community impact, what you're asking for).
- Explain why it matters – include benefits, outcomes, or success stories.
- Use evidence or visuals – data, graphics, personal stories, or results.
- Address the audience's values or needs – “Why should they care?”

## **Tips:**

Be organized: Present 2–3 clear points. Use “we” language to show teamwork. Don't overload with facts, aim to inspire and inform.

# Closing the Pitch



## Summarizing and Making the Ask

- Summarize your selling points
- Ask and listen to other ideas the corporation/company may have for supporting GSNorCal.
- Lock in ways they want to support through purchasing cookies
- Thank them for their time and business, and make sure to set a good time to follow up with them.

# Role - The Closer



## End strong, make the ask, and leave a lasting impression.

- Summarize the key message – what do you want the audience to remember?
- Make the ask – be clear and confident (“We’d love your support through…”).
- Say thank you – show appreciation for their time and consideration.
- Invite next steps – offer to answer questions, provide contact info, or continue the conversation.

### Tips:

Speak with confidence, this is your moment! Practice a smooth handoff to Q&A or follow-up. End with something memorable, a quote, a call to action, or a team motto.



## General Pitch Team Tips

- Rehearse your transitions between speakers so the pitch flows smoothly.
- Support each other! Nod, smile, and be attentive while teammates speak.
- Dress appropriately in your Girl Scout uniforms
- Be ready for questions, prepare a few possible Q&As as a team.
- You will practice together in our next session

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# Pitch Considerations

# What do Corporate Pitches, Booth Sales, and a Direct Sale program have in common?

- **You're selling something:** Whether it's an idea, cookies, or a cause—you're asking someone to say "yes."
- **You need to know your audience:** What does the customer or partner care about? Tailoring your message matters.
- **Confidence and preparation count:** Practicing your message, knowing your product, and *being ready for questions is key.*
- **You're representing something bigger:** Whether it's your troop, Girl Scouts, or your personal brand—your attitude and message reflect your team.



## Direct Sale

Audience	Neighbors, family, friends, or online shoppers
Goal	Sell cookies more personally—one-on-one or online
Setting	At someone's door, text or email, or online through a digital shop
Message Focus	Personal connection, convenience, support for your goal
Sales Tools	Order cards, link to online store, personal script
Tone	Personal, casual, and sincere



## Booth Sale

Audience	General public in a public space
Goal	Sell cookies on the spot
Setting	Table or booth outside a store or at an event
Message Focus	Product appeal, flavors, fun experience
Sales Tools	Posters, signs, samples, cash box or app
Tone	Energetic, friendly, and fun



## Corporate Pitch

Audience	Business professionals or potential sponsors
Goal	Gain support, funding, or a partnership
Setting	Formal or semi-formal business meeting, in-person or virtually
Message Focus	Mission, value, impact, and return on investment
Sales Tools	Slide decks, talking points, follow-up emails
Tone	Professional and persuasive



## Pitch Considerations:

### Why It's Important to Know Your Audience in a Corporate Pitch:

When you walk into a room to pitch your idea, you're not just talking *at* people—you're starting a conversation. And just like with any conversation, it helps to know who you're talking to. Understanding your audience helps you tailor your message, so it connects, sticks, and inspires action.

If you know who's in the room—what they care about, what problems they're trying to solve, and what role they play in their company—you can speak their language and show how your idea helps them succeed. It also shows respect and professionalism, which builds trust.

## Who is in the room ?







# Common Corporate Titles and What They Usually Do:

- 1. CEO (Chief Executive Officer)** – Big-picture leader of the company. Focuses on long-term strategy and the company's overall mission. Likes to hear about impact, vision, and how your idea aligns with their brand or goals.
- 2. CMO (Chief Marketing Officer)** – In charge of marketing, branding, and messaging. Interested in how your program connects with their audience or improves their public image.
- 3. CFO (Chief Financial Officer)** – Oversees the company's finances. Focuses on budgets, spending, profits, and making smart money decisions. Wants to know how your program is financially sound and worth the investment.
- 4. CSR Manager (Corporate Social Responsibility Manager)** – Oversees a company's social good efforts. Looks for ways the company can make a positive impact on the community—so they're often your best champion in partnership conversations.
- 5. HR Manager (Human Resources)** – Manages people and workplace culture. Might be involved if your program supports employee engagement, volunteering, or diversity goals.
- 6. Community Engagement Manager** – Connects the company to local communities or causes. Wants to see how your program creates local impact and visibility.
- 7. Sponsorship/Partnership Manager** – Handles outside partnerships. Wants clear outcomes, good branding opportunities, and well-run programs.

**Pro Tip:** Before you pitch, try to learn who will be in the room and what their titles are. A little research goes a long way—and shows you're serious, prepared, and respectful of their time!



## What is Sales – and Why It's Not Always a Sure Thing

Sales is when you try to convince someone to buy a product, support a cause, or say “yes” to your offer. It’s about sharing something valuable and helping others see why it’s worth their time or money.

### But here’s the truth:

**Even the best pitches don’t always end in a sale.** People might say no for lots of reasons—they may not need it, not have the money, or just not be interested right now. And that’s okay!

## What matters is:

- You show up with confidence.
- You listen to your customer.
- You keep learning and improving.



**Sales is a skill, not a guarantee. It takes practice, patience, and a positive attitude.**

# Preparing for a Corporate Pitch



# Research, Build & Practice

## **Write and practice delivering your pitch**

Research the company you are pitching to, and ensure you tailor your messaging and develop a presentation that will appeal to them. Assign pitch roles and practice a few times. Be professional and personable.



# Virtual Meetings

## **Things to consider if delivering your pitch virtually**

- Test Your Tech Ahead of Time
- Choose a Quiet, Clean Background
- Make Eye Contact (Through the Camera!)
- Engage Your Audience
- Have a Backup Plan
- Follow Up Promptly



# Day of Pitch

## **Looking and feeling your best!**

- Wear your Girl Scout uniform
- Make sure you have eaten and have water available.
- Log on at a set time with your team, before your audience, to setup.
- Have fun!



# Reward Selection Survey



Pitch Like a Girl Scout Cookie Boss - July 14

## Reward Selection Poll

Each Girl Scout will earn the Pitch Like a Girl Scout Cookie Boss patch for participating.

Additionally, we will work together to complete a brief poll to learn about your interest and how you would like to be recognized for your participation in the 2025 Pitch Like a Girl Scout Cookie Boss program.



### Build your Own Reward

- Participating Girl Scouts select an activity that they want to do together
- Special Golden Gate Bridging Recognition or Activity
- Career exploration with one of the corporations we pitched to



### Adventure points 2026

One point for attending both sessions July 14 & 16, one point for pitching, and one point for attending the debrief Aug 11.



### One-time use Program credits

One-time use Program Code for a future financial literacy program.

# Q & A

# Thank You!

## Reminders!

- See you July 16<sup>th</sup> at 1 PM
- Start to review you calendar and make note of your availability between July 20-August 1, 2025.
- Visit the gsHelpCenter to view recordings of these webinars—





# Agenda



Introduction

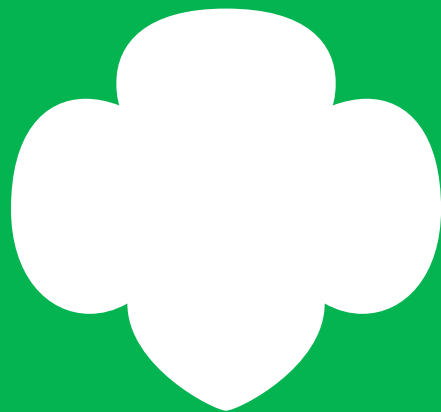
What Do Cookies Power

Product Line Up

Support Options

Thank you & Follow-Up









# Agenda

During these sessions, Girl Scouts will:

Learn what a corporate pitch is and how to craft one

Practice delivering pitches with confidence

Understand the importance of follow-up and gratitude with corporate partners

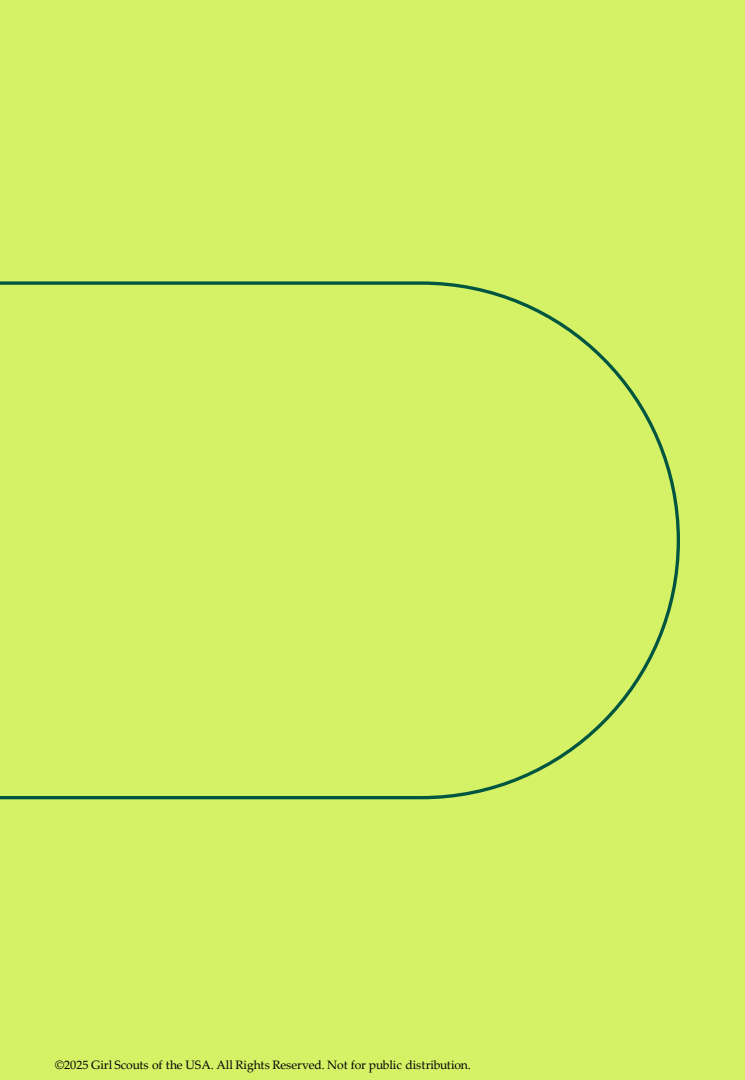






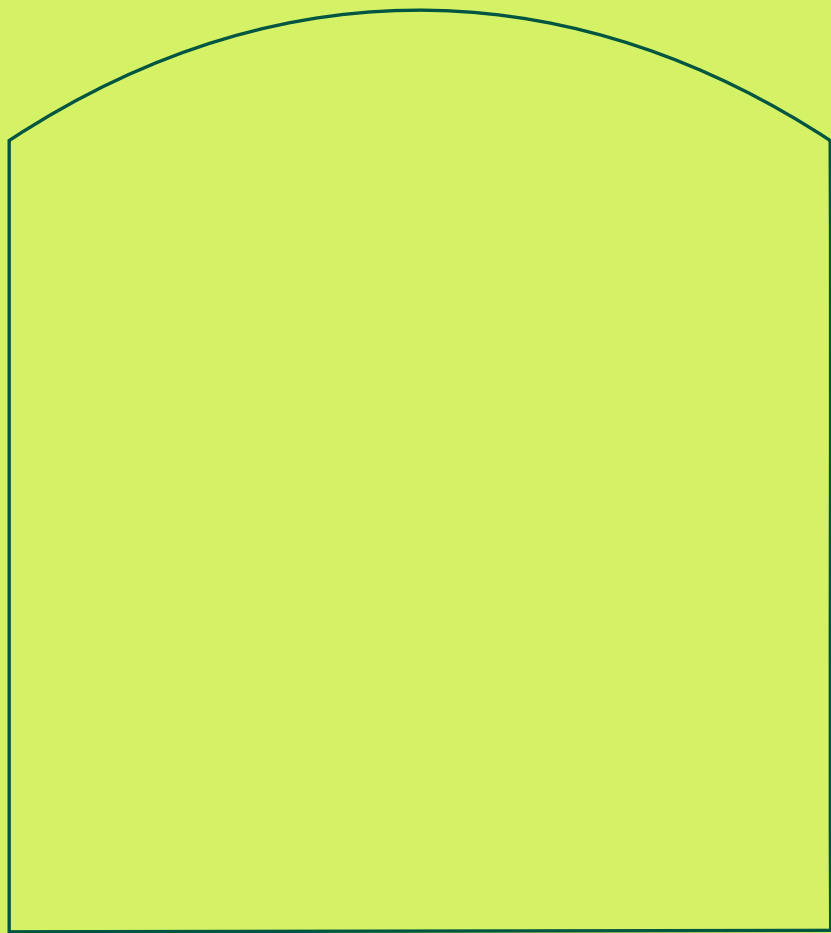








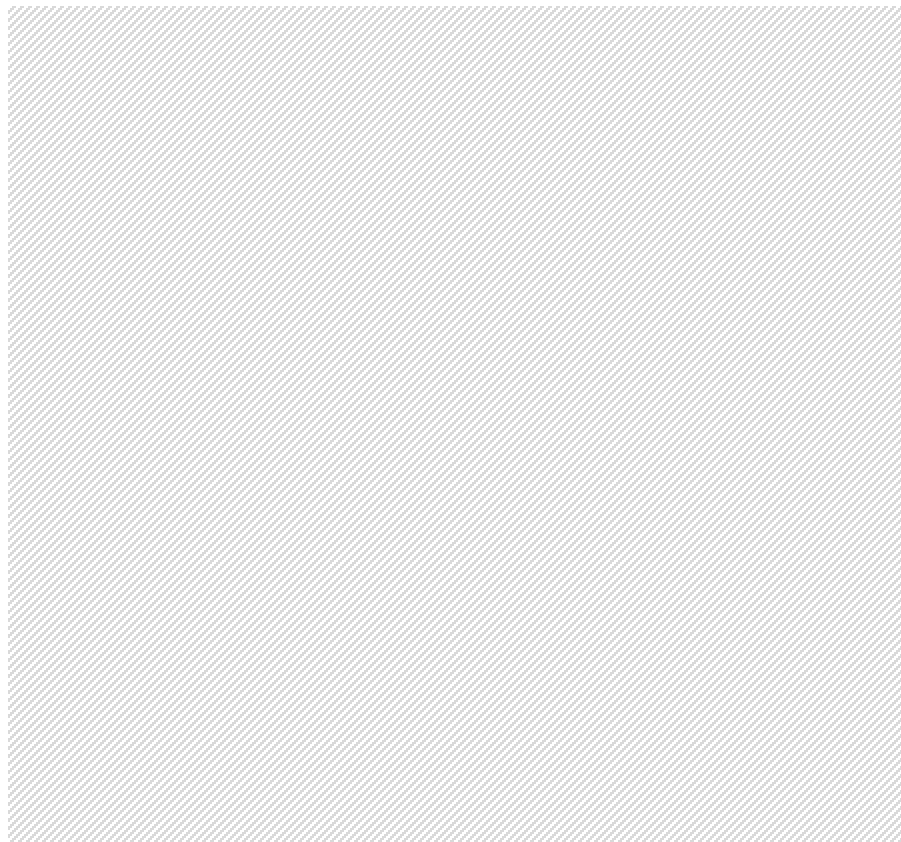








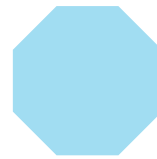


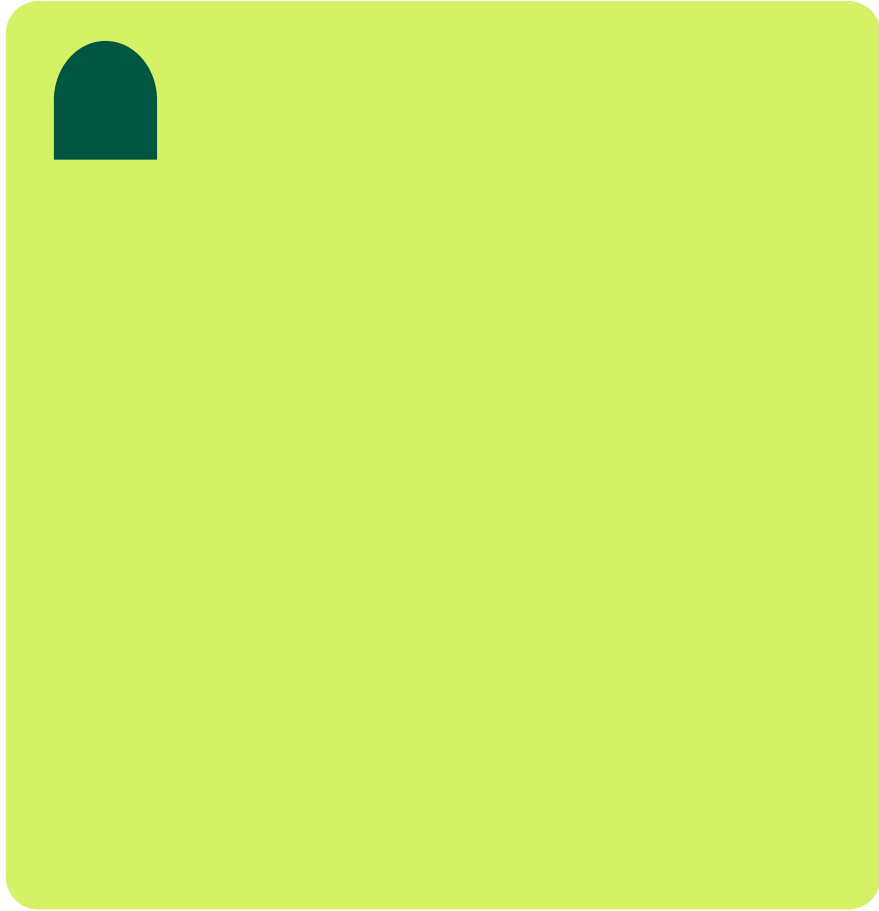










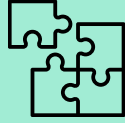


















Thank You!



# Thank You!

