

Raspberry Rally™ Question and Answers

Customers may have questions about the new Raspberry Rally cookie. Use these tips to help promote the new cookie and answer customer questions.

Be prepared

Read through this sheet and imagine how you would answer one of these questions in your own words. Practice with a Girl Scout friend or an adult.

Listen

If a customer has questions, listen carefully, then take time to answer their questions thoughtfully. If a customer has feedback, be empathetic to their ideas. Entrepreneurs can learn a lot from listening to their customers and trying new things.

Ask questions

Sometimes you have to ask questions to answer questions. Consider asking them about some of their favorite flavors. If they don't want to order online, perhaps you can recommend an amazing alternative. Do they love chocolate? Try Thin Mints®. If they love fruit flavors, try our lemon cookie!



Questions and Answers

1 How much are they?

Raspberry Rally™ cookies are the same price as our other popular cookies like Thin Mints®.

2 Why don't you have any to sell me now? Is it only available online?

The Girl Scout Cookie Program is an entrepreneurial program, and I am learning how to build and manage an online business. This new cookie is only available to purchase online. This helps me manage my inventory while allowing me to offer my customers something new. This new cookie is only available to purchase online but today I have other customer favorites for you to purchase!

3 What does it taste like?

Raspberry Rally™ is a thin, crispy cookie infused with raspberry flavor and dipped in chocolaty coating. Some may even say it's the sister cookie to the beloved Thin Mints®, but the inside is pink and tastes like raspberry instead of mint. Raspberry Rally is made with vegan ingredients like our Thin Mint cookies.

4 Do shipping charges apply if I order online?

Yes, you do have to pay for shipping, and your cookies will be conveniently shipped directly to your doorstep. If you'd like to take cookies home today, I have other options available like Adventurefuls™ which debuted last year.

5 Can you deliver my cookies if I order them online?

Raspberry Rally cookies can only be shipped directly to you. However, I have other great options here today. I can also give your my digital site if you need to restock or want to try the Raspberry Rally cookie.

6 If don't order things on-line, is there another way I can get this cookie?

Not at this time, no. You must place an order on-line to purchase Raspberry Rally cookies, and they will be shipped directly to you. Can I interest you in some of our other favorites I have on hand?

7 Will you have it at your booth next year?

At this time, we don't know if we will have it next year. If you try it, can you tell me if you like it?

8 What do you say to a disappointed customer?

Thank you for sharing your thoughts. I will let our leader and local council know your feedback.

9 Did Raspberry Rally™ replace another cookie?

No. Raspberry Rally has been added in addition to our other nine favorite flavors this year.

10 How can I buy the new Raspberry Rally cookie? What is the website?

Share your QR code with the customer.



Closing Pitch Idea: Create a business card or a sign with your QR code and say something like “Thank you for purchasing cookies from me and supporting my troop’s goals! When you run out of cookies, you can order more from me via my digital site. At that time, you can also check out the online exclusive Raspberry Rally™ cookie!”