



**Get pitch perfect!**  
Make sure you're ready to answer any questions businesses might have about your goals or Girl Guide cookies.



**Don't be afraid of the upsell.** If a customer says they will take 10 boxes, ask if they'd like to take a full case of 12.



**If you're not fundraising for a trip,** you can promote how cookies helps support your unit's activities and mention a specific community service project.

# Make your pitch!

## Sample script for selling cookies to local businesses

**S**elling cookies to local businesses is a great way to up your selling game. Many local businesses will consider buying multiple boxes (or cases!) of cookies to hand out as customer-appreciation gifts while showing their support for local community groups such as Girl Guides.

All sorts of businesses could be interested in buying Girl Guide cookies – here are a few to get you started:

- Real estate agents
- Car salespeople
- Car repair shops
- Insurance agents
- Construction or home builders
- Any service that focuses on repeat business, e.g., tradespeople, window cleaning, lawn care, snow clearing, etc.

Look around your community to unlock these hidden customers and boost your cookie sales.

### Sample script

Hi! My name is *(insert name)* and I am with the *(insert Unit name)*. I'd like to offer you an opportunity to support your community and reward your customers at the same time.

We're currently selling *(insert type of cookie currently on sale)* to raise funds for *(insert what you're fundraising for, e.g. trip or a specific outdoor adventure)*. By buying boxes of Girl Guide cookies, you'll have a unique way to thank your customers with a box of cookies while helping us reach our goals.

Each box of Girl Guide cookies is only \$5 – and every box brings us closer to *(insert what you're fundraising for)*.

How many boxes of cookies would you like me to put aside for you?



Girl Guides  
of Canada  
Guides  
du Canada