

Meet My Customers

Brownie *Cookie* badge 1

When you earn the Financial Literacy badge called Money Manager, you make an elf paper doll and take her shopping. You can learn a lot about how to manage your money by pretending to be a customer. When you earn this Cookie Business badge, use what you learned to make sure your own cookie customers enjoy buying from you.

Steps

1. Find out where your customers are
2. Talk to some customers
3. Practice handling money and making change
4. Role-play good customer relations
5. Thank your customers

Purpose

When I've earned this badge, I'll know how to find customers and I'll be comfortable selling to them.

As we say in business, "The customer always comes first!"

Step 1 Find out where your customers are

Talk to your family or Brownie friends about who might want to buy Girl Scout Cookies. Neighbors? People at your place of worship? People who live in a retirement community? Students at a nearby college? Your family's co-workers? Make a list of people to whom you want to talk about buying cookies.

Step 2 Talk to some customers

With your family or Brownie friends, practice telling customers about the cookies you're selling. You might want to talk about the different kinds of cookies and how much they cost. You might want to tell them which cookie is your favorite and why. You, also, could talk about what you plan to do with your cookie money – explain how it will help you and your Brownie friends have fun and do great things. Think about how you would talk about cookies to different kinds of people, like a teacher, a family friend, or someone your age.

Step 3 Practice handling money and making change

In your group or with your family, practice making change. Pretend a customer has handed you a \$5 and asked for one box. Then pretend a customer gives you \$10 for two boxes and \$20 for four boxes.

Step 4 Role-play good customer relations

With your friends or family, role-play what to do when:

- A customer asks for advice about which cookies to buy
- A customer tells you that she used to sell cookies as a Girl Scout
- A customer buys cookies, then says she wants to come back later to buy more

Step 5 Thank your customers

Everybody who buys cookies is helping you and other girls have a great time in Girl Scouts. Say thanks by asking a grown-up to help you send an e-mail to customers or make thank-you notes to give out with the cookies.

Add the Badge to Your Journey

You might use your cookie money to fund a Take Action project for one of your Journeys. You can, also, ask customers about community needs as you're selling cookies.

Now that I've earned this badge, I can give service by:

- Role-playing with Daisies to help them talk to customers during their cookie sale
- Helping Daisies learn to add money as they earn their Count It Up Cookie Business leaf
- Making cookie thank-you cards with Daisies

I'm inspired to: