

## *Customer Insights*

## Junior Cookie badge 2

When you earn the Financial Literacy badge called Savvy Shopper, you learn how to use your money wisely and how to tell the difference between what you need and what you want. Your customers want to do the same thing when they buy Girl Scout Cookies. Use what you learn from your customers to make your cookie business even stronger!

### *Steps*

1. Ask an expert what customers want
2. Do some research at the grocery store
3. Find out who buys cookies and why
4. Learn from people who don't buy
5. Listen for clues and ask great questions

### *Purpose*

When I've earned this badge, I'll have a better understanding of my cookie customers.

*"Here is a simple but powerful rule - always give people more than what they expect to get."*

*-Nelson Boswell, author*

## Step 1      Ask an expert what customers want

Talk to a female business owner about how she finds out what her customers want. If she was a Girl Scout and sold cookies ask her what skills she learned that she still used today. And remember, to ask for some tips about selling that you can put into practice yourself!

## Step 2      Do some research at the grocery store

Walk through the aisles with your family or Junior friends. How are goods displayed to attract shoppers' attention? What signs catch your eye, and why? Do they have great visuals or short, snappy slogans? Watch what customers pick up off the shelf - and what they put back. What can you learn about setting up your cookie booth to increase sales?

## Step 3 Find out who buys cookies and why

Many companies, including the bakers who make Girl Scout Cookies, use insights about their customers to figure out what cookies to sell and how to market them.

Sometimes the reasons people don't purchase a product are just as important as the reasons they do. Create your own survey to ask people why they buy or don't buy Girl Scout cookies. Ask such questions as: If you buy cookies, how many boxes do you usually buy? What kinds of cookies do you buy? Were you a Girl Scout? Did you sell cookies? Why do you buy cookies? Talk to your friends or family about how this information can help you give your customers what they want.

## Step 4 Learn from people who don't buy

Hearing people say, "No, thanks" is a part of selling any product. Use each no to learn more about customers. If someone tells you why they aren't buying, make a note of it. Observe people's reactions when you make your pitch to see what makes them consider buying cookies – or to see when you lose their attention. Discuss what you've observed with your family or friends.

## Step 5 Listen for clues and ask great questions

Customers often give you clues about what they want when you talk to them. Listen closely, and be ready to respond with a suggestion or follow-up questions in order to close a sale. To get started, think about what you might say if a customer said one of these things:

- My kids aren't home anymore. They're in college.
- I don't eat cookies because they aren't healthy.
- I love chocolate!
- I really don't like chocolate.
- You know, I sold cookies when I was a girl.
- I already bought a box from the girl down the street.
- I can purchase cookies for less money inside this store.

## 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:

- Helping Brownies or Daisies practice talking to customers
- Creating a great poster for a school club to attract new members
- Doing a presentation for other Girl Scouts that shares what I've learned about cookie customers

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*I'm inspired to:*