

## Planning the Right Presentation for Your Booth Sale

# Booth Sales 101

Customers are the most important element of any Booth Sale! Design your presentation with them in mind. What will catch their eye? What will help make your booth appealing and encourage people to come on over and take a look? Make the customer WANT to come over.

**Share your goal and dreams with others.** Be sure to include your goals and dreams in your Booth Sale presentation. This will encourage interest on the part of your customer and let them know what the proceeds from the cookie sale will be used for! Customers always want to help a good cause and if they know the girls are working toward a goal, it may inspire them to buy more!



**Be sure everyone knows what you have for sale.**

Catch their eye. Pictures, posters, friendly faces will all enhance your booth sale presentation. Use a table with an attractive table cloth and display troop accomplishments, trophies, badges, photos and brochures. Add bows, flowers, flags or even balloons. Get their attention and give your booth a festive look.

**Customers are the key to a successful booth sale.** Greet people warmly, smile and remain pleasant and helpful under all circumstances! Your troop represents themselves, the council and Girl Scouts everywhere. Be proud of who you are and what you do, and be sure that attitude reflects in your personal presentation at your booth sale.

**Be sure that customers can easily identify you as a Girl Scout.** Wear your uniform, Girl Scout t-shirts, sweatshirts, vests, sashes or even just your pins. It is important to your customers that they can tell you are a Girl Scout. Also, be sure that answers can be given about your troop program, your council activities and even questions they may have about the cookie sale itself. Presenting a positive image is the best formula for a successful booth sale.

## Booth Sale Suggestions

### General Information

- Booth Sales are a quick and easy way to sell 25 – 40 boxes an hour
- Banners and posters are available for loan through the Girl Scout Council
- Make sure displays are neat and tidy
- Uniforms and politeness make a difference
- Use a tally sheet to keep track of the number of boxes sold
- Contact as many people as possible to let them know where you will be
- Use flyers to advertise your booth sale at least a week before your sale date
- Practice selling techniques with girls before the sale
- Girl should work the sale in shifts to keep them busy and to make the selling area more accessible to customers. Three or four girls at a time are sufficient.

### Marketing and Promotion

Advertising the sale in your community is vital. A few suggestions:

- Contact your Girl Scout Service Center to have your booth listed on the Cookie Booth Locator, online at [www.GSEIWI.org](http://www.GSEIWI.org).
- Flyers at grocery stores, banks, schools, companies, bowling alleys, mass emails, etc.
- Posters and newsletters
- Church and school bulletin boards
- Community groups

# Booth Sale Location Suggestions

Are you having trouble coming up with a new and exciting location to hold a booth sale or maybe just a new way to sell some of the extra boxes your troop has? Here are a few suggestions to help you along. . .

- Hospital Lobbies
- College/University Student Unions
- Hardware stores on Saturday mornings
- Convenience Stores
- Gas Stations
- Video Stores – especially on Friday and Saturday nights
- Drug Stores
- Airport Lobbies
- Vacant lots in busy locations: Create cookie drive-thru using traffic cones. Use window paint to decorate cars and draw attention



- Little Red Wagon Days: Troops go through neighborhoods together selling cookies
- Sporting League parks after school and during weekends
- Car Washes: Convince owner to match packages sold to the public
- Car Dealerships: Encourage participating dealer to purchase and then offer cookies as a test drive incentive
- Milk and Cookie Breaks at local businesses: Have participating business purchase cookies as an employee appreciation gift. Participating troops can serve the cookies and also sell additional packages.
- Roller skating rinks
- Bus and train stations
- Bowling Alleys
- Athletic clubs
- Church after services
- Busy business hotel lobbies
- Service Clubs: Kiwanis, Lions, Rotary, Optimist
- Special Community events: concerts, plays, film series, conventions
- Community recreation centers
- Automotive service centers: Jiffy Lubes
- Post offices during peak mailing times
- Senior Citizens Centers
- Banks
- Antique Malls
- Movie Theaters
- Apartment Complexes
- Mall common area
- Sit down restaurant lobbies
- Craft Shows
- Supermarkets and neighborhood grocery stores
- Pharmacies
- Retirement Centers
- Beauty Shops