



Virtual Cookie Booth Script Template

Connect with your cookie customers through a personalized online presentation that answers the question – Why buy cookies from ME?”

Flex your digital business skills by preparing a special message that can be shared during a live video call – just use the sample guide below to focus the pitch you want to share with the potential customers! Add as much detail as you want?

Welcome Customers!

- Introduce yourself (First name, Troop #, Girl Scout level)
- “Thank you for joining my online cookie booth”

What are you doing?

- Selling Girl Scout cookies / participating in the world’s largest girl-led business!
- Trying to end hunger / homelessness in my community / support endangered species

Why are you selling cookies? What is your goal?

- Raising money for your Troop’s community service project_____
- Learning business skills like online communication, setting goals, managing money,_____
- To sell _____ packages to earn _____ reward
- _____

What is your Girl Scout experience?

- Share your Troops’ community service projects
- Share some fun experiences you have with your Girl Scout sisters – camping / travel / favorite badge
- Have you earned or planned a Bronze, Silver, Gold Award project?
- _____

Why should your customers buy cookies?

- To help you and your troop meet your goals
- Cookies are delicious – share your favorite variety!
- All proceeds stay local and help fund projects in your community
- _____

Thank your customers!

- Thank you for attending my online cookie booth / supporting Girl Scouts!

Don’t forget to share your unique Digital Cookie Storefront link!

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1. Add details! Customers are more likely to buy when your pitch is personalized!
2. Write notes and practice your pitch until you can present without reading.
3. Get creative with a fun background or make a simple slide show to share.
4. Suggest options like freezing cookies for the summer or share cookie recipes. Visit www.littlebrowniebakers.com for some great ideas.
5. Explain to your customers the difference between ordering shipped cookies or “Girl Delivered” cookies.
6. Remember to share your Digital Cookie link!

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