

# People Skills/Customer Approach

## Role Playing Exercises For All Levels

### Objective

This lesson will help Girl Scouts think about the importance of being inclusive during the Cookie Program booth sales; this means learning how to approach every potential customer they may encounter. This lesson plan will remind Girl Scouts that missing an opportunity to speak to a potential customer could impact their sales, but could also make the customer feel invisible.

### Materials

- Colored construction paper (3 different colors – purple, orange, green)
- Scissors
- Tape or Safety Pins
- Pens
- Cookie boxes (empty or full)
- Card table typical for a booth sale

### Activity Steps

1. **Prep:** Before the lesson make paper badges from the 3 different colors of paper. Write “yes,” or “no,” on the back or in a folded part of the paper so it is not visible from the outside. Every participant is given one of the paper badges and must wear them so they are visible to their fellow Girl Scouts. Use tape or safety pins to attach to clothing.
2. Instruct participants to look at their hidden answer but they must not share with their peers what the paper badge says.
3. Ask for 2 volunteers to run the booth and practice their customer service skills.
  - **Important** –choose two Girl Scouts whose badges are different colors.
4. Booth participants are instructed to only ask “customers” with their same color of nametag as their own. You may say this is for expediency. However, those playing the “customers” will not receive this instruction.

5. “Customers” are instructed to walk by the booth one-by-one and only interact with the booth participants if they are asked to buy cookies. Using the information on the back of their badges, they will know how to answer, but let them know they can change their minds. (For example, if they have a “no” answer but are persuaded by the cookie seller, they can change to a “yes.”)
6. Each Girl Scout will have the opportunity to walk by the booth. You may repeat the activity so each Girl Scout has a chance to be both a booth participant and a customer.
7. Debrief:
  - When you were a customer, what was it like to be asked? How did it make you feel? What was it like when you were not asked? How did it make you feel?
  - Of the people who were not asked, how many of you had, “yes,” answers? Let everyone see how many sales they may have made.
  - Ask everyone for reasons they might not ask someone. What can we do to make sure we are including and asking everyone?
  - Were some of you able to change “no,” answers to “yes,” answers? What did you do?
  - Have you ever had a time when a friend or a classmate ignored you? Or a time you did not get picked for something you wanted to do, like be a part of a game? What happened? How did it make you feel?
  - For this debrief, it is important for everyone to think about what it can feel like if we ignore or exclude others. Sometimes customers walk by who look different from them or their peers (i.e. differently abled or are wearing an unfamiliar religious garment, etc). Sometimes what they look like may make them feel unsure about whether to approach that customer. Encourage everyone to reflect on this by exploring ways they have felt it themselves.

## Variations and Age Level Progression

### **Daisy “My First Cookie Business” Badge (Step 3)**

Mark all the cards, “yes,” but tell them that the cards can say yes or no. This would help them see that every person they did not ask was not only a missed sale, but perhaps a person with hurt feelings.

### **Brownie “My Cookie Customers” Badge (Step 5)**

Mark cards with, “yes,” or “no.” You may put a dollar amount so they can calculate how many boxes the customer would buy.

### **Junior “Cookie Collaborator” Badge (Step 4) and Cadette “My Cookie Venture” Badge (Step 4)**

Mark all “no” cards with a scenario (I’m gluten-free, I’m watching my calories, I can’t eat sugar, I don’t like chocolate, etc.). This lets Girl Scouts see how many ways they might turn a, “no,” into a “yes!”