



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 girls 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 girl 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 the girls 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 girls whose badges are different colors.
4. Booth girls are instructed to only ask girls with their same color of nametag as their own. You may say this is for expediency. However, the girls 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 girls if they’re 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 will have the opportunity to walk by the booth. You may repeat the activity so each girl has a chance to be both a booth person and a customer.

7. Debrief:

- Were some of you able to change “no,” answers to “yes,” answers? What did you do?
- 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 the girls see how many sales they might have gotten.
- Ask the girls for reasons they might not ask someone. What can we do to make sure we are including and asking everyone?
- 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 the girls to think about what it can feel like if we ignore or exclude others. Sometimes customers walk by who look different from the girls or their peers (i.e. differently abled or are wearing an unfamiliar religious garment, etc). Sometimes what they look like may make the girls feel unsure about whether to approach that customer. Encourage girls to reflect on this by exploring ways they have felt it themselves.*

VARIATIONS AND AGE LEVEL PROGRESSION

DAISY “TALK IT UP” BADGE (step 3)

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

BROWNIE “MEET MY CUSTOMERS” BADGE (step 4)

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

JUNIOR “CUSTOMER INSIGHTS” BADGE (step 4) and CADETTE “BUSINESS PLAN” BADGE (step 2 – Increase your customer base)

Mark all cards, “no,” 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 the girls see how many ways they might turn a, “no,” into a “yes!”