

# Cookie Seller FAQ

Answers to common questions encountered during the cookie season and tips for navigating difficult conversations at your booth sales.

## Prepare for In-Person Interactions with These Go-To Answers and Sample Scenarios

### How Much Does a Box of Cookies Cost?

For the 2023 Cookie Sale, all varieties of cookies will be sold for \$6/package. This is a \$1/box increase from last year for some of our classic cookies like Thin Mints, and the same price we sold specialty cookies like the S'mores and Toffee-tastics last year.

### Why Are Cookies Being Sold at a Higher Price This Year?

It's been six years since the prices for cookie boxes were last increased—and as our customers know, the price of all products sold goes up every year due to rising costs of making and distributing the goods. The proceeds that Girl Scouts raise by selling cookies are used to fund their adventures throughout the year, and the cost to participate in these activities has also increased since cookie prices were last raised.

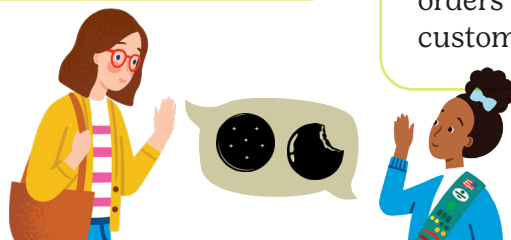
We believe customers realize that when they buy Girl Scout Cookies, they are doing much more than purchasing a treat; they are inspiring generations of entrepreneurs and promoting sisterhood, solidarity, stewardship, and social impact, all while investing in strong leaders for a better tomorrow.

### How to Respond to Customers' Remarks on Issues in Previous Years

Like many other businesses operating during the pandemic, the Girl Scout Cookie sale was impacted by supply chain issues over the past several years. Luckily, we're in a much different place in the pandemic today. Girl Scouts and our bakery have learned from previous experiences and have spent the cookie sale "off-season" working to improve upon last year's challenges, put safeguards in place where possible, and attempt to prevent any challenges within our control.

### I Heard There is a New Cookie—What is the New Flavor and Where Can I Buy It?

In 2023, we are introducing Raspberry Rally, a sister cookie to the Thin Mint. This vegan treat is a thin, crispy cookie infused with raspberry flavor and dipped in delicious chocolaty coating. It's only available for purchase online through a Girl Scout Digital Cookie storefront starting February 27, and all orders will be shipped directly to the customer's door.





### **What To Do if You Run Out of a Certain Type of Cookie at Your Booth**

It's always best to be honest with your customers to maintain trust and keep them coming back to purchase cookies from you as a loyal customer. If you sell out of a cookie at your booth, are late on delivering cookie orders to your customers, or another unexpected situation arises, it's best to be honest and give a straightforward update on what's going on. There's usually a way to spin a positive outcome out of a negative situation. For example, you can use a sold out cookie variety as an opportunity to direct customers to order from your online storefront or recommend a new flavor they could try.

### **How to Ask a Customer to Move Along**

Sometimes customers linger at the booth wanting to ask questions outside of the realm of your cookie business. It's okay to let a customer know you need to assist other people, or for you or an adult to thank the customer for their interest or purchase but let them know you need to get back to work. Most customers will take the hint, but if you ever feel unsafe be sure to report the incident to the store manager or leave the booth, if needed.

### **Aren't You Too Old to be a Girl Scout?**

Girl Scouts is open to youth in Kindergarten through 12th grade. If a customer is surprised that you are still an active Girl Scout, use this as an opportunity to share some of the other opportunities you have been able to participate in outside of the cookie sale (for example, completing a highest awards project, travel, service or learning projects, flying a plane as part of our WING Squadron, producing a movie and showcasing it in the film festival, etc.).

**Pro Tip:** Practice ahead of time, like an elevator pitch, to be able to respond with confidence.

### **When a Customer Asks Why We Use Palm Oil in Girl Scout Cookies**

Palm oil is an ingredient found in many baked snacks and numerous food and beauty products; it is the most widely used vegetable oil in the world. Palm oil is used in our cookies because of its unique ability to provide volume and texture, without adding trans fats. Additionally, growing palm oil requires less land in comparison to other vegetable oils and supports the livelihoods of more than 4 million farmers globally. One of the primary goals of our Girl Scout Cookie bakers is to create the best-tasting cookies possible using the best ingredients available.

**Pro Tip:** Learn more in our bakery's toolkit: [bit.ly/GSPalmOil](https://bit.ly/GSPalmOil)

**Pro Tip:** Customers who love brands or companies are often inclined to share feedback about the products or services those companies provide. If you receive feedback from a customer, about palm oil or another aspect about Girl Scout Cookies, it's always best to thank your customers for being so invested/interested in the success of your business and let them know you'll pass along their feedback to someone who can evaluate it/take action. You can reach out to your troop leader if you aren't sure who to share customer feedback with at Girl Scouts.

### **Why Do You Only Sell Cookies at Certain Locations? Why Don't You Sell at (Liquor Stores, Gun Stores, Dispensaries, Etc.)?**

Safety is of the utmost priority for all participants in the cookie sale. Girl Scouts of Western Washington partners closely with businesses in the community to establish safe places for us to connect with members of the community to sell cookies. Businesses that don't allow children as customers may not be appropriate spaces for Girl Scouts.

### **Who in the Military Receives the Cookies Donated to Operation Cookie?**

Girl Scouts of Western Washington keeps track of these orders and delivers the cookies to USO Northwest. USO Northwest then delivers these cookies to all branches of the military.