

# Entrepreneur Pitch

How to take your cookie business to the next level!



It's time to take your cookie business to the next level! You have big travel plans, High Award project expenses, and other activities that you need to cover. Selling Girl Scout Cookies is a great opportunity to earn funds, support the Girl Scout movement, and add a huge resume boost above your peers.

An opportunity to expand your customer base and push your sales and marketing skills is to pitch your cookie business at other local businesses. Who knew B2B sales are part of cookies? Follow the guide below to create your pitch and impress future customers!

## **The Introduction** | Who are you?

Come to your pitch with confident energy! Greet the audience and mention your name and the number of years you have been a Girl Scout.

## **The Story** | Why should they listen to you?

Opening a presentation with a story related to your pitch can grab the attention of the audience. A funny moment when you were selling cookies at a booth with your Troop. A moment when you felt confident. An opportunity that opened up because of your skills as a cookie seller. Your story is an emotional appeal to connect with the audience.

## **The Skills** | Why do you sell cookies?

Highlight the reason why Girl Scouts sell cookies! Learning to budget, communicating with adults, determining needs versus wants, and working with a team to reach a goal are all essential skills for life.

## **The Connection** | Why should they care?

Always tailor your pitch to your audience. This will take some research on the business. If you are visiting a manufacturing company, highlighting the supply chain management skills you have learned will be interesting to them. From sorting orders for customers to the number of cookies you sell each year will be interesting. If you are visiting a marketing agency, then really highlight how you make videos, share on social media, and other ways you get the word out about your business.

## **The Goal** | What are your plans with the proceeds?

Now is the opportunity to establish your goal for selling cookies! Let your audience know what you have planned with the proceeds from cookies, how you determined how many cookies you need to sell, and how the Cookie Program proceeds stay local supporting you, your Troop, and the local council to provide programs and support for volunteers.

## **The Ask** | How can they help you?

You already let your audience know all the important details, so it makes it much easier to ask them to support your business. Wrap up by thanking the audience and letting them know their options for purchasing cookies.

## **HOT TIPS**

Want to kick your presentation up a notch? Bring visuals! From a cookie display to a poster to a PowerPoint, a visual aid can grab attention. Make sure your visuals don't distract from what you are saying though! If your tech isn't working or your slides say verbatim what you are saying, it doesn't send a good impression.

Make sure you wear your vest! If you are not in full uniform, make sure your outfit matches the style of the business. Bank? Professional attire. Office? Business casual. Coffee shop? You can make jeans work. Dress to the same level as your audience, or a little better, to meet their expectations.

Keep it short! Pitches should be 5-10 minutes, and always make sure you stay around a little after your presentation for questions.

Practice makes perfect (or close to it!). Give your presentation to a trusted adult who will give you feedback and help you feel comfortable speaking.

Speaking of perfect... If you mess up, take a deep breath and keep going! If you finish your presentation strong, no one will remember the mistake. If you get upset, though, it might overshadow the rest of your pitch.

Get creative in thanking your customers! A social media shout out, special thank you cards, and a video message showing how you used the cookie proceeds are all opportunities to acknowledge your customers. People remember how you made them feel! If they know that they are appreciated, then they will keep purchasing cookies from you. Who knows? The business you pitch might be the next place you work!

Questions? Send our team a message on Instagram.com (@gseiwi) or email [info@GirlScoutsToday.org](mailto:info@GirlScoutsToday.org).

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