



## Cookie Boss Patch Program

Through the Cookie Boss Patch Program, Girl Scouts will build their skills in communication, organization, and responsibility as they learn about building cookie partnerships and closing a deal! Should they choose to put these skills to the test, they can also grow their sales by partnering with businesses to purchase a large-scale cookie donation.

While it is not required that Girl Scouts close the deal with a business to earn the patch, Girl Scouts must complete one proposal and complete the JotForm survey to receive their Cookie Boss Patch. Businesses who partner with girls, not only get to keep or donate delicious Girl Scout Cookies, but they receive special benefits. Girl Scouts who close the deal receive credit for the full number of boxes in eBudde, helping them to reach higher levels of rewards. Also, Girl Scouts with corporate support totaling \$500 or more will receive a FREE patch for participating and those with corporate support totaling \$1,500 or more will receive a \$25 Girl Scouts of New Mexico Trails Gift Card for La Tienda.

The following pages will walk you through the four “Ps” for building strong Cookie Boss!

**PROSPECT**

**PROPOSAL  
&  
PITCH**

**PROCURE**

**PARTNER**

Once you have completed this packet, please complete the Cookie Boss Patch Form here: [bit.ly/GSNMTCorporateCookies](https://bit.ly/GSNMTCorporateCookies). This must be completed by March 27, 2022 to qualify for the Cookie Boss patch.

Thank you to Girl Scouts of Southeastern Florida for sharing this patch program with the Girl Scouts of New Mexico Trails!

# Step One: Prospect

The first step in building strong corporate connections is to identify prospects. A prospect is a business that is a potential supporter for your Cookie Sale. Below are a few prompting questions and ideas to help you brainstorm cookie support prospects.

- What businesses do you frequent?
- Have you seen businesses highlighted in the local news?
- Do you have a family and/or friends who work for a local business?
- What businesses have made donations to the community before and, therefore, may do so again?
- Are there businesses that could utilize cookies as client gifts, employee appreciation, etc.?



## Brainstorm

*Identify three prospects.*

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

After identifying your prospects, it is important to create a strategy for each of them. Use the questions below to help you think of the best way to approach each business—no two are alike! You may have to do some research.

- What are the business's values? How do they align with yours/Girl Scouts?
- What level of support do you think best suits them?
- What are some of the best ways they could utilize the cookies?
- Who might they want to donate cookies to?
- Have they previously had a connection to Girl Scouts?

# Step One: Prospect (cont.)



## Research

*Summarize your strategy for each of your three prospects.*

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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Now that you've identified your prospects and strategy, it is time to reach out! If you already have a contact at the business, connect with them to set up a time to meet with the owner, manager, and/or who is responsible for purchasing decisions. If you do not already have a contact, try visiting the business, giving them a call, or writing a professional email to set up a meeting.

Then, head on to step two to prepare for your meeting!



## Step Two: Proposal & Pitch

To prepare for your meeting with the business leader(s), you must create your proposal and pitch. Your proposal includes all the information your prospect may need to know. You should include information on the Cookie Boss program, what benefit levels are available (see page 8 for these details). You may also want to share about the Girl Scout Cookie Program, your Cookie Sale goals, and your Girl Scout experience. Your proposal may be a printed document, website, or presentation to share.



### Proposal

*Plan what to include in your proposal.*

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While providing a proposal is key, you will also need to prepare for what to say during your meeting—this is your pitch! You should cover information similar to what is described above for your proposal, and provide them with the proposal before, during, or after your pitch as support. During your pitch, you should make the ask—let them know how they can help you towards your goal and what it would require of them.

## Step Two: Proposal & Pitch (cont.)

Below are tips for perfecting your pitch.

- Practice, practice, practice! If possible, practice with an audience who can help provide you feedback.
- Avoid filler words like “um,” “like,” and “so.” Writing out and practicing your pitch can help you grow confident in your words and avoid fillers, but if you feel the urge to say them, try to take a brief pause instead.
- If you make a mistake, that is okay! Just pause, take a deep breath, and keep going.
- Dress for success (your Girl Scout uniform would be a great touch!) and stand/sit up straight so you look and feel confident.
- Make eye contact with your audience. If that seems a little scary, an easy trick is to look at someone’s forehead so that you are still acknowledging them but do not make yourself uncomfortable.



### Pitch

*Write out what you will say in your pitch.*

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After giving your pitch, it is time to close the deal. Head on to step three to learn more.

## Step Three: Procure

To procure means to obtain, and in this case, you are procuring a sale. After providing a proposal to your prospect and giving your pitch, try to get that yes! Before that point, it is likely the business leader(s) will ask some questions. Answer them as honestly as you can, should you know the answer. If you do not, simply let them know and offer to get back to them at a later time with the answer.



If you haven't yet gotten a yes, try one of the four closing strategies below to finish your sale. *Circle the one(s) you feel will work best for you.*

- **Summary Close** — This closing technique is great when trying to help your prospect visualize the offer and its benefits. You will want to reiterate the key points from your pitch and/or answers you provided to their questions, stressing the value and benefits of the deal, before asking if they are ready to commit.
- **Soft Close** — If using this technique, you do not want to put a lot of pressure on your prospect. Allow them time to make their decisions and offer them your adult's contact information so they can reach out if they have additional questions and/or are ready to commit. Be sure to make the prospect aware of the deadline for commitment.
- **Question Close** — This technique invites you to ask a probing question of your own to the prospect. This questions should help them understand the value of what you are offering and drive them to commit. For example, you could end with, "Would you agree that donating to our Hometown Heroes program aligns with your business's mission to give back?"
- **Now or Never Close** — When using this technique, you are trying to create a sense of urgency to drive the prospect to commit then and there. If you have cookies with you, you could offer to deliver them the same day. If you do not, you could offer to do it by the end of the week.

Through this process, you must also be prepared for a business to say no to a purchase. Should this happen, do not be discouraged! Thank them for their time and consideration and provide them with your adult's contact information so they may reach out if they are interested at a later time.

## Step Four: Partner

While the goal of the Cookie Boss program is based on financial support, it is important to remember that you are forming partnerships with these businesses. In the same way you want to receive credit for the sale to earn cool rewards, you want to be sure the business is getting all the benefits promised to them.



- Work with your troop cookie volunteers to determine when cookies can be delivered. They will need to make sure it is entered in eBudde as a corporate cookie sale. Note: If they choose to donate to your Hometown Hero organization, your troop cookie volunteers will get those cookies at the end of the sale.
- Complete, print, and deliver the Commemorative Cookie Boss Certificate on page 10. You could also get a low-cost frame to present it to them in!
- Take photos with your corporate sponsor. Share these photos with the business and at [bit.ly/GSNMTPHOTOS](https://bit.ly/GSNMTPHOTOS). The business will want to share photos on social media and may encourage other business's to reach out to get involved.

You can also do something special to show appreciation to the business for their support. This will help you maintain a long-lasting partnership and make it more likely that they'll support you again next year—maybe at a higher level! We have provided some ideas below.

- Write a thank you note and deliver or mail it to the business
- Create a thank you video that you can email the business
- Buy the person(s) you met with a box of cookies for them to keep personally, which you can wrap or create a tag for
- Create some cookie-themed SWAPS for the business employees and deliver or mail them with an explanation of the significance of SWAPS

You did it! You are now a Cookie Boss pro! It's time to bring your Cookie Sale to the next level as you practice and perfect these steps.

# Supporter Levels and Business Benefits



## **\$250 Bronze Corporate Investor - 50 boxes**

- Commemorative Certificate
- Listing in the Girl Scouts of New Mexico Trails Annual Report

## **\$500 Silver Corporate Supporter - 100 boxes**

- Commemorative Certificate
- Listing in the Girl Scouts of New Mexico Trails Annual Report
- Listing on the Corporate Giving Page on [www.NMGirlScouts.org](http://www.NMGirlScouts.org)

## **\$1,000 Gold Corporate Supporter - 200 boxes**

- Commemorative Certificate
- Listing in the Girl Scouts of New Mexico Trails Annual Report
- Listing on the Corporate Giving Page on [www.NMGirlScouts.org](http://www.NMGirlScouts.org)
- Listing on Girl Scouts of New Mexico Trails Cookie Program website

## **\$1,500 Platinum Corporate Supporter - 300 boxes**

- Commemorative Certificate
- Listing in the Girl Scouts of New Mexico Trails Annual Report
- Listing on the Corporate Giving Page on [www.NMGirlScouts.org](http://www.NMGirlScouts.org)
- Company logo placed on Girl Scouts of New Mexico Trails Cookie Program website
- Company logo included in Girl Scouts of New Mexico Trails GS Gazette email to more than 2,000+ recipients

# Cookie Boss Supporter Details Form



Company Name \_\_\_\_\_

Company Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_ Contact Phone Number \_\_\_\_\_

Company Address \_\_\_\_\_

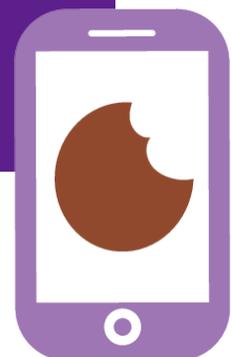
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Website \_\_\_\_\_

<b>Support Level (choose one)</b>	
<input type="checkbox"/> \$250 Bronze Level (50 boxes)	<input type="checkbox"/> \$1,000 Gold Level (200 boxes)
<input type="checkbox"/> \$500 Silver Level (100 boxes)	<input type="checkbox"/> \$1,500 Platinum Level (300 boxes)



**Reminder:** Girl Scouts will need to submit this information onto JotForm via the QR code.



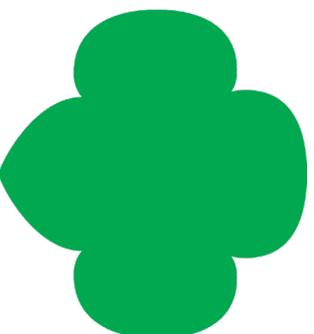
# 2022 COOKIE BOSS PARTNER



This certificate is presented in recognition and appreciation of your support of my cookie business and goals. Thank you for being a part of the Girl Scout Cookie Program, the largest girl-led entrepreneurial program in the world!

*Rebecca Latham*

Rebecca Latham, CEO



Girl Scout