



Booth Sale Information

What are booth sales? A Booth Sale involves the direct sales of cookies to customers, at **approved** locations. A booth sale gives your customers another chance to purchase cookies. Troop proceeds from booth sales is \$.48 per box.

When do booth sales occur? Booth Sales take place October 27-November 29, 2007. They can take place any day of the week. The girls should decide if the troop wants to participate in a booth sale(s).

Where should we have a booth sale? - Marketing experts agree: you sell more by going where your customers are. A Booth sale can help you reach more potential customers. Cookie buyers are at:

- ◆ Book Stores
- ◆ Grocery Stores
- ◆ Shopping Centers
- ◆ Drug Stores
- ◆ Hardware Stores
- ◆ Video Stores
- ◆ Banks
- ◆ Post Offices
- ◆ Sporting Events
- ◆ Office Buildings
- ◆ Colleges
- ◆ Auto Dealership
- ◆ Churches
- ◆ Schools
- ◆ Fitness Centers

How do I schedule a booth sale? Complete the form below and return this entire page to the Service Center by October 16, 2006. The Booth Sale Manager must get approval from business manager to have a booth sale at that location. Girl Scouts of the Calumet Council will approve the date and location of the booth sale on a first come, first served basis.

Can we schedule more than one booth sale? YES! You may schedule multiple dates and/or sites.

What if we sell out of cookies before our time is finished? You will receive a pager number to call. Designate an adult to be the cookie runner to come to the Service Center and pick up additional cases of cookies.

Sales Facts:

Booth Sales are great way to increase the troop's overall proceeds.
More than 85% of people who are asked, will buy Girl Scout cookies.
Girls gain valuable skills by participating in direct sales.
Booth Sales increases the visibility of Girl Scouts in the community.



Girl Scouts of the Calumet Council
2006-2007 Cookie Program Booth Sale Application

Please complete a separate form for each booth sales site and/or date.

Service Unit _____ Troop # _____ Level B J 11-17

Troop Booth Sale Manager _____

Home Phone # _____ Cell Phone # _____

Address _____ City _____ State _____ Zip _____

Booth Sale Date _____ Start Time _____ End Time _____

Booth Sale Location _____

Order booth sale cookies on the Troop's T-2 form. All cookies will be delivered the day you pick up your troop's order. **Please order carefully as only damaged cookies can be returned. Additional cases will be available the day of the booth sale.**



Troop Booth Sale Manager _____ Date _____

Business Manager Signature _____

Business Manager's Printed Name _____

FOR PRODUCT SALES COORDINATOR USE ONLY

Council Approval _____ Date _____

Return completed form to Girl Scouts of the Calumet Council Service Center by October 16, 2006

Cookie Booth Sale Guidelines

Please review these guidelines with the girls in your troop, then post them at your booth as a reminder to all girls and adults.

You are representing Girl Scouts. All girls and adults should be neatly dressed and when possible, wear something that identifies them as a Girl Scout, such as uniform, a sash or vest, Girl Scout pin, or shirt.

- ✓ **"SAFETY-WISE"** states: "When Girl Scouts operate a booth in a store, mall, or other public place, adults must be present at all times." We *strongly* recommend that troops follow Safety Wise standards for the number of adults who are at the location throughout the booth sale time. An adult should escort girls to public restrooms.
- ✓ Girls should remain at the booth and not in the store interior or the parking lot. It is unsafe and it does not positively represent Girl Scouts.
- ✓ The merchants are providing an opportunity for the troop by allowing booth sales. It is important to show appreciation by being friendly and cooperative to store personnel and store patrons.
- ✓ Always say "Thank You" to a customer even if they don't buy cookies.
- ✓ Wait for customers to come to you. Don't step away from the table to stop them.
- ✓ Allow girls to take turns asking potential customers.
- ✓ Arrive on time and leave on time. Another troop may be selling at a later time.
- ✓ Clean up completely. Take everything you brought, and dispose of all trash. Do not use the business' trash bin.
- ✓ Be sure to thank the manager in person and also send a follow-up note written by the girls. A box of cookies makes a nice thank you.
- ✓ Sales will increase when girls know the product and can tell people why they are selling cookies (I.e., the troop goals.)
- ✓ If girls will be handling money, practice making change for customers before the sale.
- ✓ **NO TAGALONGS at Booth Sales. Young children and non-Girl Scouts are distracting to customers and can create unsafe conditions.**
- ✓ Cookie Costumes are available on a 1st come, 1st served basis. They must be returned to the Service Center the next business day as other troops may be waiting for them.
- ✓ Deposit slips must be turned in to the Product Sales Coordinator by Nov. 21, 2006. **ALL** money should be deposited right after the booth sale to avoid lost or stolen money.

The Day of the Sale

- ❖ Bring a copy of the signed permission form from the store or site where you will be selling. If you are questioned by store personnel, show them the form to verify that your troop was granted permission to use the site.
- ❖ If you must cancel, please notify the site and the Product Sale Coordinator.
- ❖ Bring change with you. The following "bank" is suggested: 50 - \$1 bills; 6 - \$5 bills; and 2 - \$10 bills. This will allow you to make change for your customers. As a courtesy, please do not ask the store for change.
- ❖ Designate a minimal number of people as cashiers. This will cut down on confusion. Be sure to record the "bank" your troop starts with at the beginning of the sale. Log a "cash count" periodically during the booth sale and make sure you balance at the end of the sale. Using an inventory sheet to keep track of the cookies you sell will help you balance.
- ❖ Have a plan in case someone gets sick or injured.
- ❖ Be prepared for the weather, if your booth is outside.

Here's a list of things you will need at your booth.

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|-----------------------|--------------------------------|---------------------------|
| ◆ Table & Table Cloth | ◆ Poster, signs, & decorations | ◆ Inventory Sheet |
| ◆ Store Permission | ◆ Cash box and change | ◆ Parent Permission Slips |
| ◆ Notepaper | ◆ Tape | ◆ LOTS OF COOKIES! |
| ◆ Costumes (optional) | ◆ Pens/Pencils | |

Remember: Designate a cookie runner - a person who can go to the Service Center to pick up more cookies if needed.