

Marketing Guide

Why Marketing?

Marketing or pitching your product makes your product visible and appealing to a customer. Customers see your marketing and think “that’s something I want to have!”

What is a Marketing or Product Pitch?

- A short, to-the-point summary of an item or product you’re trying to sell. A pitch is when you try to convince someone to agree with your idea or buy a certain product.
- When you see a salesperson explaining a product and asking you to buy it, that's a pitch. If you try to persuade your parents to get you something you want, you make a pitch about why you should have it.

Do	Don't
Make the product sound exciting!	Point out bad things about your product, like you don't like something or feel it's too expensive.
Try to use as few words as possible. Keep it short!	Use long, drawn-out explanations that people won't read.
Engage your customers. Look at them and interact with them.	Let your caregiver do all the talking.
Be honest.	Make up untrue “facts” about your products.
Accept that not everyone will want to buy your product.	Get discouraged with a ‘no’!
Use a variety of pitch methods. (email, phone, door hangers, etc.)	Expect all your customers to see your pitch using just one method. Not everyone uses Facebook or reads their email.
Have fun and be prepared to learn things!	Don't give up. You've got this, Girl Scout!





Parts of a Product Pitch

- Tell people who you are! Share your first name and troop number.
- Talk briefly about your products: cookies, Bark Boxes, candles, etc.
- Share how your troop plans to use the proceeds they earn.
- Tell customers about donating through Care to Share.
- Ask customers to buy and tell them how (online, at a booth, etc.).
- Thank customers, even if they don't purchase anything!



Sample Sales Pitch



Use this for emails and phone calls:

Hello! My name is _____ from Girl Scout Troop _____.

My troop is selling (Fall Product or Girl Scout Cookies) to _____.

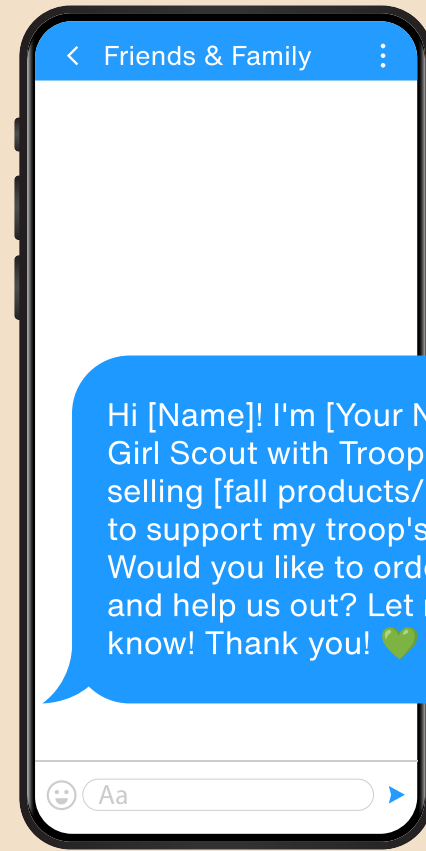
My goal is to learn _____ and sell _____ to help my troop reach our goal. I am selling _____ (talk very briefly about your products). You can even donate (Fall Product or cookies) to the local military!

Would you like to help me and my troop reach our goals? Thank you!

More Sales Pitches

Text Message

Social Media Posts



Create your own message here!





girl scouts
of northern indianamichiana



girl scouts
of northern indianamichiana

Cut out
to hang on
doorknob

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doorknob



Ask Troop

how to buy or
donate snacks
& gifts!

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& gifts!



For more
information contact:

First Name

Troop #

Insert
QR code
here

For more
information contact:

First Name

Troop #

Insert
QR code
here



Here are some pictures to create
your own product pitches!

Check back during December for more ideas and
graphics for cookie season!

