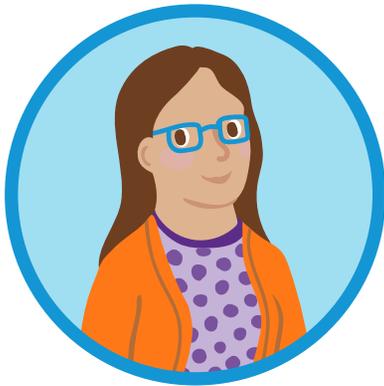




Customer IQ Quiz

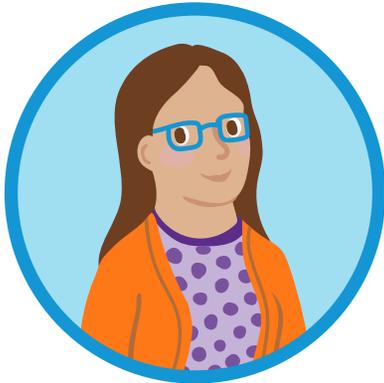
There are five types of Girl Scout Cookie™ customers.
Can you name them?



Name Those Customers!

Questions:

**Program
Believers**



**Cookie
Lovers**



**Conscious
Supporters**



**Healthy
Indulgers**



**Life
Balancers**



1. These customers believe in supporting organizations that do good in the community and are kind to the environment.
2. These customers want to support your goals. They believe in the Girl Scouts® mission!
3. These customers are searching for familiar flavors that satisfy their cravings. They love a tasty treat!
4. These customers want healthier options that still taste delicious.
5. These customers are super busy. They like when the buying process is simple!

Name Those Customers!

Answers:



1. Conscious Supporters



2. Program Believers



3. Cookie Lovers



4. Healthy Indulgers



5. Life Balancers