

READY TO

Connect with Cookie Customers: Cookie Characters



PEOPLE SKILLS

Girl Scouts explore common cookie customer types using foldable characters. In each customer's "mouth" are responses that type of customer might say when asked to buy Girl Scout Cookies. This helps Girl Scouts recognize customers' motivations and interests.

Explore More Possibilities by checking out the highlighted tools on each character to discover the best ways to connect with that customer type.



Little Brownie
BAKERS®

I care about Girl Scouts.

I want to help you reach your goal.

Girl Scout Champ

- Thank-You Cards

TOOL TIPS

- Business Cards

I LOVE Girl Scout Cookies.®

I have my favorites.

Cookie Superfan

- Order Now Poster

TOOL TIPS

- Thank You / Reorder Form

I like helping my local community.

I will donate to a good cause.

Community Friend

- Help Support My Goals Poster

TOOL TIPS

- Booth Donation Sign

I am very busy.

I am careful about what I eat.

Busy Online Shopper

- Cookie Flyer/Allergen Guide

TOOL TIPS

- Digital Cookie® Link