

# Customer Knowledge — “My Why” Pitch



## Pitch practice makes perfect

Help Girl Scouts build confidence and connect with customers! Encourage them to practice sharing their goal and telling customers how they can support them.

Entrepreneurs should also mention their goal in a Digital Cookie® video to boost their online marketing efforts.

### Supplies:

- [Pitch template](#)



### It's Girl Scout Cookie Time!

My first name is \_\_\_\_\_. Please help me reach my goal of selling \_\_\_\_\_ packages so my troop can \_\_\_\_\_.

You can order by visiting my cookie site at \_\_\_\_\_.

or you can also order by phone or email by reaching out to my adult helper \_\_\_\_\_ at \_\_\_\_\_.

Girl Scout Cookie™ proceeds stay local and every purchase means business smarts, adventure, and success for girls in your community.

### The sweet payoff:

This activity reinforces that the Girl Scout Cookie Program® is an investment in Girl Scouts themselves. It will also help them answer FAQs about cookies and prices.

*Little Brownie*  
BAKERS®

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