

Shhhh.... It's a secret...

Secret Shopper Patch Program

Info for Girl Scout Troops



GSCI Secret Shoppers are ready to visit random cookie booths during our direct sales portion of the cookie program. **Secret Shoppers are rare which makes them so special.** Not every booth will be visited by a Secret Shopper.

A Secret Shopper is GSCI staff member or volunteer who wants to help Girl Scouts develop an entrepreneurial mindset and make a good impression on the community.

These shoppers reward the Girl Scouts who demonstrate knowledge of the cookie program and the Girl Scout Promise and Law with a special patch.

How it works:

- Hold a cookie booth or drive thru at stores, businesses, events, etc. Be sure to enter your cookie booth in Smart Cookies for added promotion.
- Follow and practice booth etiquette guidelines and Safety Activity Checkpoints. See the guidelines that Secret Shoppers are following to be extra prepared!

Secret Shoppers will look for:

- Booth Appearance: Customers will be drawn to a decorated booth that is neat and organized.
- Uniforms: Girls should wear their uniform or Girl Scout gear when selling Girl Scout cookies.
- Goals: Girls should display goals and/or be able to talk to customers about those goals.
- Greeting Customers: Girls should say hello and be friendly to potential customers even if they do not buy cookies.
- Thanking Customers: Girls should thank customers, even if they do not buy any cookies.
- Respectful Behavior: Girls should treat store employees, customers and the property with respect and leave the place better than they found it.
- Not Blocking Entrances: Girls should approach customers as they leave the store and never block the entrance.
- Product Knowledge: Girls should display a knowledge of the product they are selling and be prepared to answer customer questions.

