

Will you be shopped?

Secret Shoppers are back! A Secret Shopper can be any potential customer that visits your Booth Event. This year Secret Shoppers will be out in force, looking for show stopping-spectacular Booth Events. We will be having Secret Shoppers visit as many Booth Events within the council as possible again this year and whenever they visit a Booth Event that has met 4 of the 5 criteria listed below every girl in the troop will receive a special patch.

Assist your girls in learning skills, like the importance of knowing their product, keeping an area clean and professional looking, and having a positive presence in the community.

There are five basic criteria with each area having standards that the girls should have done or be doing at the booth sale. Below are the five criteria including the standards for each.



1. The Booth should be Girl Driven.
 - * Signs should be made by the girls before the Event
 - * Signs should be neatly written, creative and colorful
 - * Signs should be informative

2. The Booth should be Informative.
 - * Signs should show the troop goal and how the troop is planning on using their troop profit
 - * Girls should know their personal goal and what incentives they will receive if they reach their goal
 - * Girls should know about the Gift of Caring Program if the troop is participating
 - * Girls should know that 100% of the proceeds stay within Glowing Embers Council.

3. The Booth should be Clean and Professional Looking.
 - * Girls should be wearing Girl Scout identification
 - * The table area should be neat and tidy
 - * Girls should be polite
 - * There should be no eating or drinking at the Booth
 - * Girls should be on task at the booth – talking to customers, making sure the cookies are well displayed and out of the weather (sun and rain)

4. The Girls should be running the Booth.
 - * The girls should be asking customers to buy cookies.
 - * The girls should know the product and be able to tell customers about the different cookies
 - * The girls should practice suggestive selling (if a customer likes Tagalongs suggest they try Do-Si-Dos) or 2 boxes for only \$7.00
 - * The girls should offer the Gift of Caring option to all customers.
 - * The girls should ask once, smile and always say Thank You
 - * The girls should have cookie recipes available

5. The Girls should be involved with the Money Transactions
 - * The girls should have a role in handling the money
 - Brownies can take the money from a customer and ask an adult for help making change
 - Juniors should be able to make change with minor adult help
 - Older girls should be able to make change and help prepare money for deposit