girl scouts of gulfcoast florida

Business Partner Program

Through the Business Partner Program, Girl Scouts can expand their skills by approaching businesses, increasing troop sales, and earning Cookie Entrepreneur Kits.

The following pages will walk you through the five “P’s” for building strong corporate cookie connections!



1. Prospect

2. Proposal

3. Pitch

4. Procure

5. Partner

Girls that sell 240 packages of cookies within the Business Partner Program will earn the 240 Cookie Entrepreneur Kit, which includes a patch, a name tag, and business cards. Girls that sell 480 packages of cookies within the program will earn the 480 Cookie Entrepreneur Kit, which includes all the above plus a personalized briefcase or padfolio and a t-shirt or polo.

After you have completed the process and have a signed Business Partner Agreement you must submit it at the link here. All agreements must be submitted by March 22, 2027 to qualify for the Business Partner Program.

Cookie Business Partner Agreement

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Step One: Prospect

The first step in building strong business partner connections is to identify prospects. A prospect is a company that is a potential partner for your Girl Scout Cookie business. Below are a few prompting questions and ideas to help you brainstorm business partner prospects.

1. What businesses do you frequent?
2. Have you seen businesses highlighted in the local news?
3. Do you have family and/or friends who work for or own a local business?
4. What businesses have made donations to the community before and, therefore, may do so again?
5. Are there businesses that could utilize cookies as client gifts, employee appreciation, etc.?

Brainstorm:

Identify three prospects.

1. _____

_____

2. _____

_____

3. _____

_____

Add your prospects to the list. The spreadsheet is broken down into counties. Make sure you are adding your business to the correct county for where it is located. If another girl has already added the business to the list, you may not approach that business.

Check and add your prospects here:

go

Next, it is important to create a strategy for each of your prospects. Use the questions below to help you think of the best way to approach each business- no two are alike! You may have to do some research.

1. What are the business's values? How do they align with yours/Girl Scouts?
2. What level of sponsorship do you think best suits them?
3. What are some of the best ways they could utilize the cookies?
4. Who might they want to donate cookies to?
5. Have they previously had a connection to Girl Scouts?

Step One: Prospect *(cont.)*

Research:

Summarize your strategy for each of your three prospects.

1. _____

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2. _____

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3. _____

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_____

Now that you have identified your prospects and strategy, it is time to reach out! If you already have a contact at the business, connect with them to setup a time to meet with the owner, manager, and/or whoever is responsible for making these decisions. If you do not already have a contact, try visiting the business, giving them a call, or writing a professional email to setup a meeting.

Then, head on to step two to prepare for your meeting!

Step Two: Proposal

To prepare for your meeting with the business leader(s), you must create your proposal and pitch. Your proposal should include all the information a prospective business partner may need, including information about the Business Partner Program, available levels of support, and the benefits of participating (see page 8 for these details). You may also want to share information about the Girl Scout Cookie Program, your Girl Scout Cookie sale goals, and your Girl Scout experience. Be creative with how you present your proposal! Some suggested ways to present your proposal are designing a printed flyer or pamphlet, or creating a digital document, website, or presentation to share.

Here are a few things to keep in mind when suggesting ways a business can use the Girl Scout Cookies they purchase:

1. Cookies may not be resold by the business.
2. Cookies may be used in food production by following specific guidelines. Please contact customercare@gsgcf.org for a full list of guidelines.
3. The business may give cookies to customers as a thank you.
4. The business may choose to purchase Gift of Caring Cookies in place of receiving the actual cookies.
5. All physical cookies for this program will come from your troop's inventory. Make sure you have enough cookies to fulfill the business's order, or contact your troop leader to obtain additional inventory if needed.

Proposal:

Plan what to include in your proposal.

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_____

Step Three: Pitch

While providing a proposal is key, you will also need to prepare for what to say during your meeting- this is your pitch! Your pitch should cover information similar to what is in your proposal. Make sure to provide them with your proposal before your pitch. One of the most important parts of your pitch is "the ask"! Remember to be specific about how the business can help you reach your goal and what you need from them to make the partnership successful. Have courage and be confident in your pitch!

Below are tips for perfecting your pitch:

1. Practice, practice, practice! If possible, practice with an audience who can help provide feedback.
2. Avoid filler words like "um," "like," and "so." Writing out and practicing your pitch can help you grow confident in your words and avoid fillers, but if you find yourself reaching for a filler word, try to take a brief pause instead!
3. If you make a mistake, that is okay! Just pause, take a deep breathe, and keep going.
4. Dress for success (your Girl Scout uniform is a must).
5. Stand/sit up straight so that you look and feel confident.
6. Make eye contact with your audience. If that seems a little scary, an easy trick is to look at someone's forehead so that you are still acknowledging them but do not make yourself uncomfortable.

Pitch:

Write out what you will say in your pitch.

After giving your pitch, it is time to close the deal! Head on to step four to learn more.

Step Four: Procure

To procure means to obtain, and in this case, you are procuring a partnership! After providing a proposal to your prospect and giving your pitch, try to get that yes! It is likely the business leader(s) will ask some questions. Answer them as honestly as you can, should you know the answer. If you do not know the answer, offer to get back to them at a later time.

If you haven't received a yes, try one of the four strategies below to help close the sale!
Circle the one(s) you feel will work best for you.

Summary Close – This closing strategy is great when trying to help your prospect visualize the offer and its benefits. You will want to reiterate the key points from your pitch, stressing the value and benefits of the deal, before asking if they are ready to commit.

Soft Close – If using this strategy, you do not want to put a lot of pressure on your prospect. Allow them time to make their decision and offer them your adult's contact information so they can reach out if they have additional questions or are ready to commit. (With this technique, be sure you make the prospect aware of the deadline for commitment.)

Question Close – This strategy invites you to ask a question of your own to the prospect. This question should help them understand the value of what you are offering. For example, you could end with, "Would you agree that donating to our Gift of Caring program aligns with your business's mission to give back?"

Now or Never Close – When using this strategy, you are trying to create a sense of urgency to drive the prospect to commit then and there. If you have the cookies with you, you could offer to deliver them the same day. If you do not, you could offer to do it as soon as possible.

Through this process, you must also be prepared for a business to say no to partnering. Should this happen, do not be discouraged! Thank them for their time and consideration and provide them with your adult's contact information so they may reach out if they are interested at a later time.





Step Five: Partner

While the Business Partner Program is based on direct support from companies through bulk cookie purchases, it is important to remember that you are forming partnerships with these businesses!

- Take a photo with the manager/owner that has signed the Business Partner Agreement.
- Ensure the Cookie Business Partner Agreement Form (use the QR here) is completed and submitted by March 22, 2027.
- Process the payment through Digital Cookie or by submitting cash/check payment to the troop.
- Deliver the appropriate amount of Girl Scout Cookie packages to the business or report the Gift of Caring package count to your troop leader.

You can also do something special to show appreciation to the business for their support. This will help you maintain a long-lasting partnership and make it more likely that they'll support you again next year- maybe at a higher level! We have provided some ideas below.

• Write a thank you note and deliver or mail it to the business.
• Create a thank you video that you can email to the business.
• Buy the person(s) you met a package of cookies they can personally keep, which you can wrap or create a tag for.
• Create some cookie-themed SWAPS for the business employees and deliver or mail them with an explanation of the significance of SWAPS.

You did it! You are now a Business Partner Program pro! It's time to bring your Girl Scout Cookie Business to the next level as you practice and perfect these steps!



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Cookie Business Partner Program Agreement

The Girl Scout cookie program teaches girls five important skills: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics. Girl Scouts of Gulfcoast Florida is honored to partner with your business to support the #1 girl led business in the world. To help girls reach their goals, please consider supporting Girl Scout, _____, from Troop _____ by purchasing cookies.

___ **48-84 packages (4-7 cases)**, your business will receive:
- A framed Cookie Business Partner certificate for you to proudly display at your place of business

___ **96-132 packages (8-11 cases)**, your business will receive:
- A framed Cookie Business Partner certificate for you to proudly display at your place of business
- Cookie Business Partner window signage for you to proudly display

___ **144-180 packages (12-15 cases)**, your business will receive:
- A framed Cookie Business Partner certificate for you to proudly display at your place of business
- A Group Social Media tag on Facebook and Instagram
- Cookie Business Partner window signage for you to proudly display

___ **192+ packages (16+ cases)**, your business will receive:
- A Cookie Business Partner plaque for you to proudly display at your place of business
- Social Media tags on Facebook and Instagram
- Cookie Business Partner window signage for you to proudly display
- Your company logo featured in Girl Scout Cookie Program printed materials
- Recognition at our annual Young Women of Distinction Ceremony

☐ *Thank you for the opportunity to support our local Girl Scouts. Our business would prefer not to receive the physical recognitions and use this money to better support the girls.*

Business Name:

Business Address:

Business Email: Business Phone:

Business Representative Signature: Date:

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.