



Shhh, it's a secret...

girl scouts
of western new york

Secret Shopper Patch Program

GSWNY Secret Shoppers are ready to visit random cookie booths during our direct sales portion of the cookie program!

Secret Shoppers are rare - which is what makes them so special. A Secret Shopper is someone who wants to help Girl Scouts develop an entrepreneurial mindset and make a good impression on the community. These shoppers reward girls who demonstrate knowledge of the cookie program and the Girl Scout promise and law by presenting them with a Limited Edition patch.



How it works:

- Hold a cookie booth or Cookie Drive Thru. Be sure to enter your cookie booth in Smart Cookies for added promotion.
- Follow all booth etiquette guidelines and Safety Activity Checkpoints.
- GSWNY staff and volunteers act as secret shoppers by visiting and shopping cookie booths. These shoppers will ask the GIRLS questions about the cookie program and what their goals are as a troop. Make sure your girls are prepared! :)
- Not every booth can be visited by a Secret Shopper.
- Girls who demonstrate good behavior, positive and knowledgeable selling techniques, and whose booth is nicely staged will be rewarded with a Secret Shopper patch.
- Practice your best selling techniques so if a Secret Shopper approaches, you're prepared to show your entrepreneurial skills.



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Guidelines & Booth Etiquette

Thank you for volunteering to be a GSWNY Secret Shopper! Locate cookie booths in your area by downloading the official Girl Scout Cookie Finder App for your mobile device or by visiting gswny.org.

Award Shhh patches to all girls who model good Girl Scout behavior and an entrepreneurial mindset such as product knowledge and an engaging sales pitch at a traditional cookie booth, Drive Thru, or walkabout, even if they are not the girl you are interacting with. As Secret Shoppers you will look for:

- Booth Appearance – Customers will be drawn to a decorated booth that is neat and organized.
- Uniforms – Girls should wear their sash or vest when selling Girl Scout cookies.
- Goal Charts (printed or handmade) - Girls should display goals and 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 and the manager or owner of the booth location.
- Respectful Behavior – Girls should treat store employees, customers and the property with respect and leave the space better than when they arrived.
- No eating
- No blocking entrances – Girls should approach customers as they leave the store and never block the entrance.
- No loud talking - There should be no yelling or loud talking.
- Product Knowledge – Girls should display a knowledge of the product they are selling and be prepared to answer customer questions.

