

Shhh, it's a secret...

Secret Shopper Patch Program Info For Girl Scout Troops



GSWNY 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 GSWNY 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 girls with a patch who demonstrate knowledge of the cookie program and the Girl Scout Promise and Law.

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 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**
- **Not 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.

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