



# *Secret Shopper Patch Program*

## *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](http://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.

**girl scouts**   
of western new york

