



SHHH, IT'S A SECRET...

Secret Shopper Patch Program



girlscouts
of western new york



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.

