



Girl Scouts of Northern California
 Konocti Area
 www.GirlScoutsNorCal.org

Introducing the new program

I Called Back

Attention: Brownie, Junior, Cadette and Senior Girl Scouts!

Be one of the first to participate in the new "I Called Back" Program and earn the "I Called Back" Program Patch. This program originated from a top cookie seller who wanted to increase her sales. The strategy is to provide customers with an additional opportunity to purchase Girl Scout Cookies.



1. Make your plans.

As soon as you receive your original order from your Troop Cookie Chair, deliver the products to your customers immediately. This gives them a little time to enjoy their cookies and maybe wish they had more.

2. Make your calls.

Using your order card, call your customers on March 7th, 8th or 9th. Ask your customers if they enjoyed their order, and if they like to order more. Ask for the sale by using this script. Feel free to personalize it for yourself:

"Hi _____, this is _____ (first name only) from Troop _____. I hope you enjoyed your Girl Scout Cookies. The Girl Scout Cookie season is almost over, and you will not be able to get Girl Scout Cookies again until next year. I am calling to see if you would like to make an additional purchase before the sale ends. Girl Scout Cookies make great gifts, and they freeze well! I would be happy to take an order either to be enjoyed by yourself or to donate through our "Sharing is Caring" cookie donation program."

3. Place your additional order with your Troop Cookie Chair no later than March 10th.

Once you receive the cookies from your Troop Cookie Chair, deliver immediately.



How to earn the patch. If your call-backs result in orders for 24 or more boxes, you have earned your patch; it is that simple! Please note booth sales do not count toward this patch, only cookie sales that were made from making the follow-up calls to your previous customers. Fill in the form below and turn it in to your Troop Cookie Chair along with payment for all sales **no later than March 17th.**



Cut here and turn in to Troop Cookie Chair by March 17th.

Name: _____

Troop: _____

_____ Number of packages sold by participating in the "I Called Back" Program. *By selling 24 or more packages, I have earned the new "I Called Back" Program Patch.*