



Activities



Going Beyond the Order Card

Be a Super Star Seller and develop your decision making and people skills by helping younger troops in your area gain interest and increase participation in the Product Sale Activity.

Serve as a Product Sale Mentor to new troops by assisting your service unit and/or council in facilitating sales and marketing activities at the council level, troop meetings or at area wide events.

Your program content could include selling and safety tips, theme related programs materials including the goal poster game. Share sales tips, success stories and strategies, show recognition items, and facilitate goal setting activities. Use the resources in your "Reaching For The Stars" Group Program folder and on the Nuts for Knowledge Website to help develop your activities: www.nutsforknowledge.com.

Think of ways you can contact local businesses to market your product for their corporate gift giving program during the holiday season.

Remember, remind the local business community that you have a product that will not only be a wonderful holiday gift, but will benefit Girl Scouts in their community.

Car Dealerships, Insurance Agents, Lawyers, Doctors offices and other local business people need gifts for their customers. Your product sale items are a perfect solution to their gift giving needs. **Contact local businesses in your area to promote your product sale by offering the E-Nuts+ Program option.**

Don't forget the "Care to Share" Program. Check with your council to see if you can use the "Care to Share" as an option for customers who want to donate products to worthy community organizations.



Try some niche marketing. Consider grouping several products together in a gift pack and/or offering a gift wrapping service as an incentive option. Offer healthy nuts for "**health nuts**" and/or people who have issues with sugar, or chocolate for "**chocoholics**". Some people like special treats. (Remember, everything in moderation).

Don't forget the power of the internet. Check with your council to see if you are using **E-Nuts+** online ordering program which is a great way to reach out of town friends and family members.

Or if you are 13 or older, check with your parents/guardians and use your social media to let friends and family know that you have great products for sale. **With your group create a commercial promoting all of the benefits of the great products you are selling.** Send your message to your family and friends ask for sales promises and follow up in person.



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