



# Customer Loyalty

*“In business, you get what you want by giving other people what they want.”*

—Alice Foote MacDougall,  
American businesswoman



**W**hen you earn the Financial Literacy badge called Buying Power, you find out how to make wise judgments about how to spend your money—including what companies or products to stick with over the long haul. In this badge, you'll use what you learned as a consumer to find out how to engage your customers and ensure their loyalty beyond the cookie sale season, so they'll keep coming back for more.

## **Steps**

1. Show how cookie money helps girls
2. Connect with former cookie sellers
3. Build your customer list
4. Create a customer-appreciation program
5. Keep your customer connection going all year long

## **Purpose**

When I've earned this badge, I'll know how to build my cookie business by increasing customer loyalty.

Complete all  
five steps to earn  
this badge.

## STEP 1 Show how cookie money helps girls

**One way to encourage repeat business is to make customers feel that they're part of something bigger.** Create a poster, flyer, video, or presentation about where cookie money goes, including financial aid and cookie credits for girls, program activities and services for members, and camp or property improvements. Then share this information with customers!

## STEP 2 Connect with former cookie sellers

**Making a personal connection with customers keeps them coming back—and there's nothing more personal than talking to someone who sold cookies as a Girl Scout herself!**

Engage customers in conversation by creating a Cookie Timeline poster for your booth that shows images of girls selling cookies from the 1950s to the present. (You may want to check websites for free historical images and graphics. If you aren't selling at a booth, you could make a flyer or a slide show that's small enough to be e-mailed to customers.)

Have a list of conversation starters to use when a customer says that she used to sell cookies. For example, you could ask what kinds of cookies she sold and which one was her favorite, how much a box cost, how she used her cookie money, and what she learned from selling cookies.

## STEP 3 Build your customer list

**Collect e-mail addresses from your customers, and create an e-mail distribution list for updates and news about your cookie sale.**

(You could also collect phone numbers and create a text distribution list if some customers prefer texts to e-mails.)

Take notes when possible about each customer. For example, you could note the customer's favorite cookie, whether she's a former Girl Scout, whether she likes buying cookie boxes to give as gifts, and so on.

## STEP 4 Create a customer-appreciation program

**Think about ways that you can thank your customers for supporting you through the cookie sale.** Perhaps you can send each one a handwritten note (you can use any information you have collected about your customers to personalize the notes). Or maybe you'd like to create a fun thank-you slide show or video and e-mail it to your customers.

You can also brainstorm with your Senior friends about how to show your appreciation—maybe you'd like to team up and invite all your customers to an open house, where you'd make presentations about how you'll use your cookie money.

## STEP 5 Keep your customer connection going all year long

**Stay in touch with customers to let them know what you're doing with your cookie money, how your projects are progressing, and, of course, when the next cookie sale is scheduled!**

Create a timeline for when you will have news to share. For example, if you're planning to finance a trip with some of your cookie money, you may share photos a week after the trip is finished, and you may want to remind customers about the next sale a month ahead of time.





### **Add the Badge to Your Journeys**

You might use your cookie money to fund a Take Action project for one of your Journeys, or to fund a trip that will really bring your Journey themes to life. While you're selling cookies to customers is also a great time to hear their thoughts and ideas about community needs!

### **Now that I've earned this badge, I can give service by:**

- Spreading the word about how cookies help girls do great things by posting a video online
- Creating a template for a handout that shows how cookie money helps girls and councils, then giving it to other Girl Scouts to use
- Brainstorming with younger Girl Scouts about how they can build customer loyalty for their cookie sale



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### ***I'm inspired to:***