

When you have earned the *Customer Insights* badge you'll have a better understanding of your cookie customers. Complete these steps to earn your *Customer Insights* badge. We'll do the first and final steps in a troop meeting. You'll be able to use what you learn to make your cookie business even stronger.



2. Do some research at the grocery store

Walk through the aisles with your family or Junior friends. How are goods displayed to attract shoppers' attention?

What signs catch your eye, and why? Do they have great visuals or short, snappy slogans?

Watch what customers pick up off the shelf – and what they put back. What can you learn about setting up your cookie booth to increase sales?

3. Find out who buys cookies and why

Many companies, including the bakers who make Girl Scout Cookies, use insights about their customers to figure out what cookies to sell and how to market them. Sometimes the reasons people don't purchase a product are just as important as the reasons they do.

Ask at least three (3) people to answer this short survey and record their first name and answers.

If you buy cookies, how many boxes do you usually buy?

What kind of cookies do you buy?

Were you a Girl Scout?

Did you sell cookies?

Why do you buy cookies?

4. Learn from people who don't buy

Hearing people say, "No, thanks" is a part of selling any product. Use each no to learn more about customers. Ask at least three (3) people why they did not buy cookies and write their reason(s) below.