



This guide will provide girls with selling strategies for making this their best, and safest, Fall Product sale.

1. Set Up Your Customized, Online Storefront

The new online site through M2 Media, M2OS, allows girls to customize their online storefront for a safe and efficient customer buying experience. An email will be sent from M2 Media to eligible Girl Scout households on September 21st with prompts to create your online storefront, but you can also go to gsnutsandmags.com/gscitrus to set up an M2OS account once the Fall Program begins.

Once girls register, they can:

- Read and acknowledge the [Girl Scout Internet Safety Pledge](#).
- Setup their profile, including their goal for the 2020 season, and what they plan to do with their troop earnings.
- Create their avatar and add a voice message (studies show that girls who created a voice message sold 50% more than those who did not).
- Upload photo/video (optional).
- Share storefront with family and friends via email or social media.
- Print personalized business cards with their avatar and online code.

Tip: Try and direct all customers to the online store for a quick, contactless, and safe shopping experience.

2. Door Hangers, Flyers, and Business Cards

If a girl wants to expand her customer base by going door-to-door, but wants to limit her contact with those she doesn't know, she can use one of the options below. These three forms of printed materials allow girls to safely communicate about the Fall Program to potential customers.

FD Door hangers - Door hangers include pictures and prices of all products available from the order card. Girls can customize the door hanger to include their store code. When customers go to the website and type in that store code, it will take them directly to the girls' customized storefront. Door hangers can be found at <https://www.girlscouts.org/learn/door-hangers>.

GD Flyers - Girls can print out a flyer from M2OS with a QR code that, when scanned, takes the customer directly to the girls' store.

HD Business Cards - Girls can print business cards from M2OS with their store information.

3. Two Delivery Options

When ordering, customers have the option of choosing the Direct Ship option or Girl Delivery option.

The **Direct Ship option** allows customers to purchase from a full assortment of Girl Scout products or magazines and pay with a credit card. These items will be directly sent to the customer, with no money to collect or product to deliver.

The **Online Girl Delivery option** allows girls to select from the 16 nut and candy items listed on the paper order card. These items will be paid for online, so all girls need to do is deliver products. No money is collected for any online orders. This option is only available through October 7, 2020.

4. Be a Porch Pixie– Contactless Girl Delivery

Whether a customer orders online with Girl Delivery or in-person, girls can be a Porch Pixie and deliver the products to the customers doorstep with little or no contact.

In order to have contactless girl delivery, the customer should pay with exact cash or a cashless mode of payment, such as credit card, Venmo, Apple Pay, Google Pay, Paypal, etc. If paying by cash or check, the customer should leave payment in an envelope on their porch so girl can pick it up when delivering the product.

Girls should be sure to call, text, or email the customer to coordinate a good time for drop off.

When delivering product to customers always wear a mask and gloves, and include a customized business card or flyer so they can order more product if they choose to.

Helpful Tip: Have girls include a Thank You note with each customer's order.

Disclaimer for Safe Selling Strategies

Girl Scouts of Citrus is closely monitoring COVID-19 Guidance from local and national health authorities to determine if in-person booths and activities will be made available for the upcoming Fall Product and Cookie Program. At the time of this publication, a decision has not yet been made. As Girl Scouts, we have a responsibility to our community to do all that we can to limit the spread of coronavirus. GSCC will keep girls and adults informed of any changes as we get closer to September 26, 2020 – the start of the Fall Product Program. Additional guidance for in-person booth sales will be shared no later than October 5.

