Let’s Roll!

Elevator Pitch Activity

Girl Scouts learn self confidence when they practice their “elevator pitch”, a tried-and-true technique of successful sales people.

A new video twist to everyone’s favorite elevator pitch activity!

Girls develop their elevator pitches and then eagerly practice them on camera as they learn how to ride this new skill to higher sales. Girls imagine that they are in an elevator with a potential customer, and then decide what they should say to quickly convince a customer to buy cookies - before the door opens and the customer is gone! Fortunately, this short practiced sales speech is not just for elevators. It can be used anywhere that girls sell cookies.

Supplies:
- Copies of the Elevator Pitch template (below)
- List of possible customer responses (below)
- Pens, Pencils or Markers
- 1 or 2 video cameras or flip cams
- Photo release forms for girls to sign - if needed
- (Optional) Elevator Backdrop (life size, to hang on a wall as a backdrop for filming)
- (Optional) A computer to download videos
- (Optional) A projector and screen to playback videos at Rally Wrap-up.

Preparation
- Make copies of the Elevator Pitch template (one copy per girl)
- Cut apart the possible customer responses, and place them in a small container
- (Optional) Hang the elevator backdrop on the wall
- (Optional) Set-up projector and screen for playback

TIP: Ask girls if they would like for their video to be considered for playback at the Rally Wrap-up. Then select a few to play at closing!
Let’s Roll

Elevator Pitch Activity

Step 1: Elevator Pitch
Ask girls to imagine they are in an elevator with a potential customer. How will they quickly convince a customer to buy cookies - before the door opens and the customer is gone? Explain that a short, practiced sales speech is often called an “elevator pitch,” and it is used by many successful sales people.

Invite the girls to discuss important points that should be in their pitches, such as:
1. Greet the customer
2. Share your goals and what your troop/group plans to do with the money they earn.
3. Ask for the sale (ask them to buy cookies!)
4. Tell the customer a little bit about the cookies
5. Suggest donating cookies if you have a Gift of Caring project
6. Close the sale (sell them the cookies)

Challenge the girls to write their own Elevator Pitches on their templates. Remind them to include the important points but to also add some personal touches, such as their favorite cookies.

Remind girls that every customer is different. Even if she give each customer the same pitch, customers are likely to respond differently.

(Time permitting) Ask each girl to take a turn drawing one of the customer responses, reading it aloud to the group and providing a possible response. Encourage girls to discuss alternative ways to respond. Guide the group in choosing the best responses. Invite girls to color in a floor number on their elevators for each customer response reviewed.

Invite the girls to practice their sales pitches in front of the elevator back drop while you use the video camera to capture their pitch. Select a few to showcase at the Rally Wrap-up.

Make sure girls understand that an elevator pitch is not just for elevators. It can be used anywhere that they sell cookies!
Possible Customer Responses

I would love to buy some!

I might be interested, but I’m very busy right now.

Sure, but I never know what kind to get.

I’m sorry, but we don’t have enough money right now.

I don’t know. My mom isn’t home.

I’d like to help you out but I’m trying to cut down on sweets.

I’d like to buy a few packages for my wife. She loves chocolate.

These are my family’s favorite cookies. I wish we could have them all year.

Sure, come in while I decide which kind to buy

What is the money from the Cookie Sale used for?