Say it with Sock Puppets
Practice your sales speech with these unique creations!

Girl Scouts learn self confidence when they practice their “elevator pitch” with these puppet creations that are as unique as they are.

Go toe-to-toe with your fellow Girl Scouts as you practice your elevator pitch with these silly sock puppets! A practiced sales pitch is a tried and true technique of successful sales people. Girls will love getting crazy and creative as they make a simple sock puppet and then use it to practice what they will say to convince a customer to buy cookies.

Supplies:
◆ Socks - 1 per girl (see sock tips)
◆ Materials for hair (Yarn, ribbon or craft hair)
◆ Buttons for eyes and nose (or if you prefer instead: craft eyes, pom poms, eyes cut from felt or fabric or eyes drawn with markers work)
◆ Felt and/or fabric for ears, tongues, sashes or other details.
◆ Optional: additional craft supplies and embellishments [pipe cleaners for glasses, small hats, duct tape (cut into shapes and stick on sock), ribbon for scarves or other fashion accessories - just put out various supplies and let the girls’ creativity take over!]
◆ Scissors
◆ Fabric or craft glue
◆ Needle and thread (to sew on button eyes - great to teach or reinforce girls early sewing skills).
◆ Markers to use in decorating puppets
◆ Copies of the Elevator Pitch template (below) - 1 per girl
◆ List of possible customer responses (below) - cut apart and place into small container
◆ Pens or pencils to use when filling out Elevator Pitch.

Sock Tips:
White calf high men’s sports socks (used in the picture) can be purchased in a bulk pack and work great, but any sock, in any color, will work - so consider asking girls to each bring in a few mismatched socks from home to recycle them into puppets for this activity. Add some diversity when you make white socks a tan color by soaking them in tea.

Rally Tip:
When conducting this activity at a Rally, you can break the 3 steps into different stations, OR you can complete the puppet part at the Rally, and give them the elevator pitch and the response sheet for filling out and practicing at home or at a future troop meeting.
Step 1: Create your 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 girls to discuss important points that should be in their pitches, such as:
1. Greet the customer
2. Tell the customer a little bit about the cookies
3. Share your goals and what your troop/group plans to do with the money they earn.
4. Suggest donating cookies if you have a Gift of Caring project
5. Close the sale (ask them to buy 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.

Step 2: Create It
- Provide each girl with a sock and an arrangement of craft supplies
- Encourage girls to select and apply the eyes and nose first, using markers, glue or needle and thread, depending on the nature of the embellishments selected.
- Show girls how to place the puppet on their hand and then push the toe of the sock into the palm of their hand to form a mouth. Tack the edges of the mouth to the sides of the puppet (with needle and thread) to keep the mouth in formation.
- Add color inside the mouth and/or add a tongue by either cutting it from duct tape, or using markers to draw it, or by gluing a precut felt or fabric piece in place.
- Add ears or hair. For ears, cut them from felt or fabric and sew or glue them in place. For hair, wrap yarn or ribbon around your hand to form a mass of hair. Tie a shorter piece in the center to keep the mass together. Cut the loops formed at the ends, if desired, to form individual hair strands. Tack the hair on top of the head with needle and thread.
- Decorate puppets with other features, if desired, using markers or embellishments (ribbon hair bows, pipe cleaner eye glasses, duct tape bow ties, fabric scarves, earrings or necklaces, hats etc) - have fun using your imagination and creativity!
- Invite the girls to sit in a circle with their completed puppets on their hands, and go around the circle, allowing each girl to “introduce” her puppet to her Girl Scout friends.
**Step 3: Practice your Sales Pitch**

Invite girls to practice their elevator pitches with each other, using their new hand puppets. Girls can have fun by grabbing a partner and practicing to deliver their speeches to each other. Remind girls that every customer is different. Even if she gives each customer the same pitch, customers are likely to respond differently.

Then, time permitting, engage the girls in some real life-like situations by asking each girl to take a turn drawing one of the customer responses, having her puppet read it aloud to the group and then allowing volunteer “puppets” from the group to provide possible responses. Encourage girls to discuss alternative ways to respond. Guide the group in choosing the best responses.

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

---

**Sample Script for Elevator Pitch:**

Hi. I’m Susan. I am selling all your favorite Girl Scout Cookies like Samaos, Tagalongs and Thin Mints. Your purchase will help our troop go camping, and help us collect the money we need to continue hosting square dancing at the community center. Would you like to support us by purchasing some cookies for you and your family, or purchasing some as gifts, or consider purchasing a box for us to send to a serviceman stationed overseas?
My Elevator Pitch
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?