Girl Scout Cookie Secret Shopper Patch Program

Get ready!

Girl Scouts Heart of Michigan's Secret Shoppers are gearing up to visit random cookie booths during the Cookie Booth portion of the Girl Scout Cookie Program!

These surprise visits are a fun way to recognize Girl Scouts who:

- Demonstrate strong knowledge of the Cookie Program.
- Exemplify the Girl Scout Promise and Law.
- Make a great impression on their community.

Girls who stand out may be rewarded with the Official GSHOM Secret Shopper Patch — a special honor for a job well done!

So bring your best smiles, knowledge, and Girl Scout spirit—you never know when a Secret Shopper might stop by!

How to Participate:

- Hold a Cookie Booth or Cookie Drive-Thru.
- Cookie Booth must be listed in eBudde and approved.
- Follow booth etiquette guidelines and GSHOM Safety Activity Checkpoints.

What to Expect:

GSHOM staff and Key volunteers may visit random cookie booths as Secret Shoppers during the direct sales portion of the Cookie Program.

They will:

- Shop from your booth.
- Ask GIRLS questions about:
  - The Cookie Program
  - Their troop goals
  - Their favorite cookies, business tips, and more!

How to Earn the Patch:

Girls who impress our Secret Shoppers with:

- Good behavior
- Positive and knowledgeable selling techniques
- Well-staged, tidy, and eye-catching booths
- Display their Girl Scout Uniform or Pins

...may be rewarded with a Secret Shopper Patch!

Booth Etiquette & Guidelines

Do This:

- Greet customers with a smile—even if they don't buy
- Thank all customers and the store manager/owner
- Be respectful to store employees and the property
- Keep booth tidy and well-staged
- Demonstrate knowledge of cookies and pricing

Avoid This:

- Eating at the booth
- Blocking entrances or high-traffic areas
- Loud talking or yelling
- Disorganized, cluttered displays
- Unprepared for customer questions

Pro Tip:

Practice your best-selling techniques so your girls are ready to shine if a Secret Shopper visits. You never know when one might stop by, always be prepared and put your best foot forward!



girl scouts heart of michigan