

Ask an Expert!

To find out more about running a successful cookie business, ask an expert—a business owner right in your own community!

Once you've set up your interview, write a list of questions you want to ask. Here are a few to get you started. You can use the sheet to add your own questions and to take notes on what you learn.

Sample Interview Questions

I sell Girl Scout Cookies and I'm learning how to find out what customers want. What do you do? Do you talk to customers in person or ask for comments on a web site?

What kind of things have you learned that way?

How did that help you improve your business?

Do you ever send out surveys to your customers?

How do you do that? Do you use paper surveys or email them?

What kind of questions do you ask?

Did you sell Girl Scout Cookies as a girl?

[If the answer is yes]: What's the best thing you learned from selling cookies? Has that help you run your business today?

What tips can you give me to help me learn about my customers?

Jot down your own questions here: