

# Ask, Ask, Ask

The greatest sales woman in the world today doesn't mind if you call her a girl. That's because Markita Andrews has generated more than \$80,000 selling Girl Scout cookies since she was seven years old.

Going door-to-door after school, the painfully shy Markita transformed herself into a cookie-selling dynamo when she discovered, at age 13, the secret of selling.

It starts with desire. Burning, white-hot desire. For Markita and her mother, who worked as a waitress in New York after her husband left them when Markita was eight years old, their dream was to travel the globe. "I'll work hard to make enough money to send you to college," her mother said one day. "You'll go to college and when you graduate, you'll make enough money to take you and me around the world. Okay?"

So at age 13 when Markita read in her Girl Scout magazine that the Scout who sold the most cookies would win an all-expenses-paid trip for two around the world, she decided to sell all the Girl Scout cookies she could—more Girl Scout cookies than anyone in the world, ever.

But desire alone is not enough. To make her dream come true, Markita knew she needed a plan.

"Always wear your Girl Scout uniform," her aunt advised. "When you are doing business, dress like you are doing business. Always smile, whether they buy or not, always be nice. And don't ask them to buy your cookies; ask them to invest<sup>1</sup> in the Girl Scouts."

Lots of other Scouts may have wanted that trip around the world. Lots of other Scouts may have had a plan. But only Markita went off in her uniform each day after school, ready to ask—and keep asking—folks to invest in her dream.

Markita sold 3,526 boxes of Girl Scout cookies that year and won her trip around the world. Since then, she has sold more than 42,000 boxes of Girl Scout cookies, spoken at sales conventions across the country, starred in a Disney movie about her adventure and had co-authored the best seller, *"How to Sell More Cookies, Condos, Cadillacs, Computers . . . And Everything Else."*

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<sup>1</sup> **invest** – to put money into something in order to get something in return.

Markita is no smarter than thousands of other people, young and old, with dreams of their own. The difference is Markita has discovered the secret of selling: Ask, Ask, Ask! Many people fail before they even begin because they fail to ask for what they want. The fear of rejection leads many of us to reject ourselves and our dreams long before anyone else ever has the chance.

Once, on live TV, the producer decided to give Markita her toughest selling challenge. Markita was asked to sell Girl Scout cookies to another guest on the show. "Would you like to invest in one dozen or two dozen boxes of Girl Scout cookies?" she asked.

**"Girl Scout cookies?! I don't buy any Girl Scout cookies!"** he replied. **"I'm a Federal Prison warden. I put 2,000 rapists, robbers, criminals, muggers and child abusers to bed every night."**

Unruffled, Markita quickly responded, "Mister, if you take some of these cookies, maybe you won't be so mean and angry and evil. And, Mister, I think it would be a good idea for you to take some of these cookies back for every one of your 2,000 prisoners, too."

Markita asked. The Warden wrote a check.

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# CHARACTER

## “QUOTE”

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TOPIC: Goals

QUOTE:

*“The distance between dreams and reality is called action.”*

\*\*\*\*\* MY REACTION \*\*\*\*\*

\*FIGURATIVE Meaning: \_\_\_\_\_

*(What is the 'deeper' meaning of the quote?)  
(What lesson is the author trying to teach?)*

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\*YOUR OPINION / EXPERIENCE: \_\_\_\_\_

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