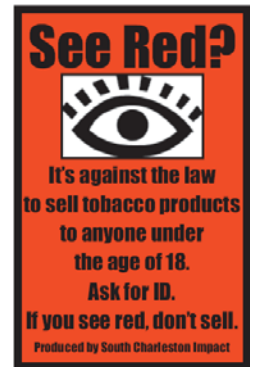




YOUTH MERCHANT EDUCATION TRAINING TIPS



- **Be Professional/Be Polite.** You are not only representing your organization, but you are also representing the work implemented by the Division on Alcoholism and Drug Abuse, the WV Prevention Resource Center, South Charleston IMPACT, and the Alcohol Beverage Control Administration.
- **Dress for Success.** You don't have to get dressed up. Jeans and sweats are ok. Just make sure that the clothes that you wear are clean and not torn. Please don't wear clothing with a logo or slogan (i.e., Budweiser, Marlboro, I'm With Stupid, Camel, etc.).
- **Be Prepared.** Make sure that you know what you're going to say; who is going to say what, and have the materials ready to give to the retailer.
- **Practice.** If you are dividing up what you're going to say with someone else, take time to practice/roleplay. You don't have to say what is written verbatim; just know what it means and put it into your own words. We're just trying to help the retailers stay in compliance with the law.
- **Focus on Education.** Do not talk about Synar or ABCA inspections. If you receive questions about inspections, refer them to the "Got Questions?" card. If you have been a youth inspector, do not mention that during your visit.
- **Don't Be Uptight.** This is a great opportunity for you to do some public speaking as well as help out retailers in your county.

HAVE FUN !!!