

EMPLOYEE TRAINING: Teaching Your Clerks to Prevent the Sale

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Do Employees Really Need Training?

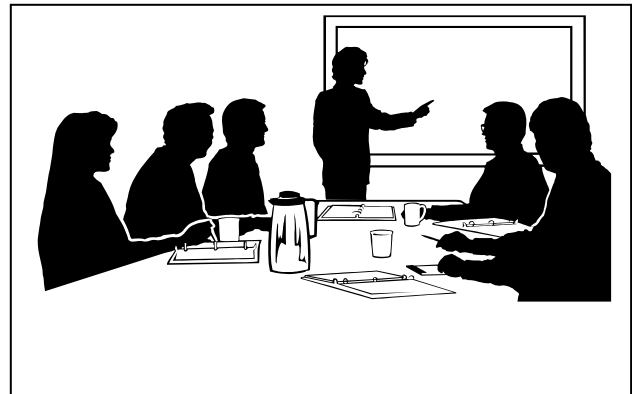
How hard can it be? You hire a new employee that will sell tobacco products. You tell this employee to check every customer's ID and to not sell to anyone under 18. Isn't that enough? Why should each Idaho tobacco vendor carefully train employees on Idaho law, company policies, and methods to avoid selling tobacco to minors? Because clerks, and even employers, continue to sell tobacco to minors.

Training Methods for Any Business

Regardless of the size of your business, a training program can be created that will provide comprehensive knowledge on the laws and company policies related to minors and tobacco.

Training suggestions include:

- A review of Federal, State, and local laws;
- A review of company policies on youth access to tobacco and the company penalties for selling to a minor. Your company policies should be in writing and a copy provided to each new employee;
- A clear definition of the tobacco products and smoking paraphernalia that your company sells and to which the sales-to-minors laws apply;



- A defined cut-off age established by which all customers must be carded before tobacco is sold to them;
- Guidelines for inspecting IDs that include: spotting fake, borrowed, or altered IDs, and determining customers age without the use of math;
- Provide practice techniques for handling recurring situations, like:
 - Asking for ID
 - When and how to ask for a second ID
 - How to decline a sale
 - Recognizing a potential third-party sale
 - Resisting customer pressure
 - Handling customer's abusive conduct;
- Provide clear directives on when to seek additional assistance;
- Emphasize that tobacco sales are not required and that no penalty will be imposed for refusing a sale;

Employee Training continued

- Provide a written test to establish employees knowledge of the laws and company policies; and
- Have each employee sign the Employee Training Form. A copy is sent to each vendor with their tobacco permit and is part of the Idaho Administrative Code. A copy can also be downloaded at www.preventthesale.com.

Should Employees Ever be Retrained?

Employees who are responsible for selling tobacco products should receive additional training periodically about every 6 months to maintaining their knowledge, skill, and motivation to refuse tobacco sales to minors.

Retraining suggestions include:

- A review of the applicable laws and company's written policies on sales to minors;
- A review of the changes to ID format and the color-coding system that simplifies the age identification process;
- A review of the companies compliance rate and performance;
- A discussion of the goals for compliance; and

- A time to answer any employee questions

Remember, these suggestions are designed to assist your employees refuse the sale to minors. Change or add additional training methods to meet your company needs.

No business is too small to provide the training basics to their employees. Providing the knowledge, skills, and motivation not only helps to avoid costly fines, but provides the armor your employees need to prevent the sale to minors.

Factoids and Statistics

“C+” Average for May

According to Idaho Code 39-5701 the Idaho Department of Health and Welfare must inspect each business that sells tobacco to ensure that it does not sell tobacco to minors. For May of 2003:

- ❖ 116 Vendors were inspected. *
- ❖ 24 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month off May 2003 was 79.31%.

*Inspections where purchase attempts were made.

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◆ PLEASE DISTRIBUTE TO EMPLOYEES

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