



TIPS[®]

Off Premise

Participant Manual

Sell Responsibly.

TIPS for Off Premise

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The TIPS for Off Premise program is designed to empower participants to follow acceptable standards of practice for selling alcohol.

Certification Information

Upon successful completion of the program, you will become TIPS certified. You will receive a certification card stating that you have been trained in these acceptable standards of practice. Generally, your certification is good for three years, but the certification period may vary across jurisdictions due to regulations. Contact Health Communications, Inc. if you have any questions about the duration of your certification.

It is important that your certification information remains current. You can ensure that your information is up-to-date through our website. Visit us at www.gettips.com to:

- Update the name and/or address on your certification card.
- Order a replacement card.
- Request another training class upon expiration.
- Explore our product offerings.

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Agenda

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Introducing TIPS for Off Premise

TIPS for Off Premise was specially designed for people who sell alcohol and work in the retail liquor, convenience store, wholesale club or grocery industry. The program is based on ideas from people just like you. Through your role in the sale of alcohol, you face a unique set of problems. TIPS for Off Premise has a special focus that takes into account the setting and demands of your job and the seller-customer and seller-manager relations within your industry.

As a seller of alcohol, you fulfill a special social function in society. **About 70% of adults in the United States drink alcohol and, according to the World Health Organization (WHO), alcohol is regularly consumed by nearly 50% of the world's population.** Social drinking is a prevailing custom in society and generates its own special considerations that sellers of alcohol are called upon to handle.

Your job is an important one that involves much more than just selling alcohol. You have only a few minutes to communicate and establish some kind of rapport with your customers. The skills that allow you to use those minutes to build good customer relations are what we call people skills. Everyday you use your people skills to deal politely with a wide variety of customers having all kinds of personalities. Your people skills help you to:

- work quickly to keep your store orderly and attractive, and to keep customers satisfied as they move through the store to make their purchases
- shape management's image to the public by giving consistently good service
- ensure responsible alcohol sales, thereby contributing to community safety.

Today's TIPS program is designed to help you use your people skills to sell alcohol safely and legally. The information and techniques you learn through TIPS training will also help you identify and handle unpleasant situations involving people who are underage or those who have had too much to drink.

In your job you have dealt many times with problem situations involving alcohol, and you probably have a way of sizing up your customers. TIPS for Off Premise will help you:

- sharpen the skills you already have
- feel confident about how you address problem situations on the job
- try new techniques used by other people in your business
- share your techniques with colleagues.

You are a crucial part of the success of today's program. Anything you can add to the discussions will make the experience better for all. Feel free throughout the day to ask questions, make comments, and share experiences.

Understanding the TIPS Program Format

The TIPS program includes video presentations, participant manuals, and interactive discussion. These components work together to create a relaxed, informative atmosphere in which you can learn and practice new skills.

The TIPS manual is yours to keep. Make notes in it, answer the questions, fill out the rating charts, and jot down important questions. The manual will become your own instruction booklet and reference manual, a handy reminder anytime you need a refresher.



Key Ideas

Remember, your people skills help to make you successful at your job.

The Goal of TIPS for Off Premise

The TIPS program goal is to empower participants to follow acceptable standards of practice for selling alcohol beverages.

With your management's cooperation and your own people skills, you can:

- help create and sustain a relaxed and comfortable atmosphere
- exercise a degree of control within your store or establishment
- avoid illegal sales and promote safer communities
- confidently intervene in and resolve troublesome situations
- incorporate skills and expertise in a positive, meaningful, and profitable way.

Today's program will help fine tune your people skills and provide additional skills or new ways of using them. Let the TIPS program work for you!

Notes

Alcohol and Its Effects

Following is the script for the video portion of the Information section. We have included the script so that you can follow along and mark anything you have questions about. After the video presentation, be sure to ask your trainer for clarification of any questions you may have.

1. You have an important job. As a seller of alcohol, your customers count on you to help them enjoy themselves and have a good time.
2. Your managers rely on you to make money for the store. Your community depends on you to prevent underage sales and alcohol-related incidents.
3. Some people may think these priorities conflict, but they don't have to. You can meet the needs of your customers, managers and community by using the knowledge and skills you'll learn in this program.
4. What tools do you need to assess your customers? How can you provide great customer service and still ensure responsible alcohol sales?
5. What techniques can you use to intervene effectively with problem customers?
6. These are just some of the questions we'll address through this program. TIPS is designed to help you build on the people skills you already have. You'll add knowledge and skills geared specifically toward preventing alcohol-related problems and taking care of your customers.
7. Building on those skills, you'll learn how to spot the four behavioral cues that can tell you whether or not a customer is intoxicated.
8. You'll learn about six intoxication rate factors that affect how quickly a person may be affected by alcohol.
9. You'll also learn about Blood Alcohol Content, or BAC, and, finally, how tolerance may make it harder to assess your customers.
10. But being able to spot behavioral cues and intoxication rate factors isn't enough to handle problem situations.
11. That's why we'll also review some of the legal responsibilities that go with selling alcohol. You'll learn strategies for identifying underage customers and preventing underage sales.
12. We'll also give you some guidelines for dealing with almost any alcohol-sale situation that comes up.
13. Many people drink alcohol socially with friends or over dinner. Most people use alcohol responsibly, but some don't. Their drinking gets out of control, and so do they.
14. You have to know how to size up your customers. This will help you decide whether or not to sell to them.
15. One way to size people up is through behavioral cues they display. Four basic cues can tell you when a person is or is becoming intoxicated.
16. When people drink even small amounts, they tend to lose their inhibitions. At first, they're relaxed and talkative. They may also display mood swings.
17. As they drink more, they shed more inhibitions. This leads to the second cue, impaired judgment. Behavior becomes socially unacceptable.
18. A customer experiencing impaired judgment may tell inappropriate jokes, get too personal or try to cut in line.
19. Because their judgment is impaired, they tend to overrate themselves. Poor judgment can also cause intoxicated customers to think that they are okay to drive when they're not.
20. The third cue, slowed reactions, means that the thinking process has been affected.
21. People with slowed reactions may lose their train of thought. They may forget what they came in to buy, or begin to walk out without their change.
22. The customer may also have glassy, unfocused eyes or slurred speech.
23. The final behavioral cue, loss of coordination, can be seen when customers stagger, stumble or knock things over.

24. Customers may drop their belongings, or have trouble opening the door.

25. Alcohol has progressive effects on the drinker. The more a person drinks, the more cues you are likely to see.

26. Intoxication rate factors affect how quickly a person becomes intoxicated and displays behavioral cues.

27. There are six intoxication rate factors. Although some of these factors can be known only to those who are present while the person is drinking, others are readily apparent, and you should have a general understanding of them.

28. The first is a person's size. Larger people may be able to handle more alcohol than smaller people. However if the larger person's size is due mostly to body fat, the reverse can be true since body fat does not absorb alcohol.

29. The second intoxication rate factor is gender. Women tend to be smaller and have a higher percentage of body fat. Since body fat does not absorb alcohol, women tend to be affected more quickly by alcohol than men.

30. The third factor is the rate of consumption. People who consume alcohol very quickly will become intoxicated faster than people who drink alcohol at a relaxed pace.

31. The fourth intoxication rate factor is the strength of the drink.

32. It's important to understand that each of these drinks has approximately the same amount of pure alcohol: 12 oz. (355 ml) of 5% ABV beer, 5 oz. (148 ml) of 12% ABV wine and 1 oz. (30 ml) of 100-proof liquor. ABV is defined by Alcohol By Volume.

33. Just remember that any kind of alcohol beverage can cause intoxication because they all contain pure alcohol.

34. The fifth factor is drug use. There is no way to predict how a drug will react with alcohol.

35. The last intoxication rate factor is food. Food in the stomach delays the absorption of alcohol into the body. People with full stomachs will not become intoxicated as quickly as people who are drinking on an empty stomach.

36. Alcohol is unique because the body does not have to digest it before absorbing it. It can be absorbed directly into the bloodstream.

37. So, how do you determine someone's intoxication level? Behavioral cues are your best way to assess visible intoxication, which can be grounds for arrest regardless of the amount of alcohol actually consumed.

38. But laws rely on what is called Blood Alcohol Content, or BAC, to determine intoxication. BAC is a measurement of the amount of alcohol in a person's blood.

39. Every jurisdiction has a legal BAC limit, at or above which it is illegal to operate a motor vehicle.

40. BAC levels can be accurately measured only by a blood test or by breathalyzers. As a seller of alcohol, you'll want to note some key points about Blood Alcohol Content.

41. As individuals drink alcohol their BAC levels rise and they begin showing behavioral cues. Customers who have consumed a lot of alcohol will have high BAC levels and you will probably be able to pick up on several behavioral cues.

42. But remember that a person's BAC level can be different each time he or she drinks.

43. Intoxication rate factors affect how quickly the BAC level rises. Time is the only thing that can lower a customer's BAC level.

44. By relying on behavioral cues, intoxication rate factors, and your understanding of BAC, you should be able to assess each customer who comes into your store.

45. However, tolerance can make assessing your customers a little harder.

46. People who drink alcohol frequently tend to have a high tolerance. They have learned how to mask some of the behavioral cues.

47. Having a high tolerance has no effect on a person's BAC level or level of intoxication. Just because they aren't showing the typical cues doesn't mean they are not impaired.

48. People who drink less frequently tend to have a low tolerance. They may show signs of intoxication after consuming only a small amount of alcohol.

49. So far, we've talked about the cues that indicate when someone's had too much to drink, and about the intoxication rate factors that affect how quickly a person becomes intoxicated.

50. We've also touched on Blood Alcohol Content and the idea that tolerance can make it harder to accurately assess your customers' levels of intoxication.

51. That knowledge is helpful, of course, but you also need to understand the legal responsibilities that go along with selling alcohol.

52. And you'll need guidelines for steps you can take when faced with an incident that would constitute an illegal sale.
53. It only takes a second or two to size up your customers. If you're ever tempted to think, "Why not sell the guy some alcohol, I can't be responsible for what he does when he leaves," think again.
54. Remember, you may be breaking the law in many areas if you sell alcohol to someone who has already had too much to drink. In every area, you will be breaking the law if you sell to an underage customer.
55. You already know you could lose your job but did you know you could cost the store its liquor license or that you could personally be sued for any accident the customer might have?
56. It's just not worth it! If you have any doubts about selling alcohol to a customer, don't sell.
57. So, if you think a customer is intoxicated, what do you do? What if the customer gives you a hard time while there is a line of impatient people waiting?
58. You may want to use the following guidelines to help you decide whether or not to sell and to feel comfortable carrying that decision out.
59. Selling alcohol responsibly begins with using the ID guidelines and sizing up your customer. Ask yourself, "Should I sell alcohol to this person?"
60. First of all, make sure your customer is old enough to buy alcohol. You can't sell alcohol to underage customers or to those who you suspect are attempting to buy for underage people.
61. To keep alcohol from falling into the wrong hands, be sure to ask for valid identification if there is any question in your mind about the customer's age.
62. In most areas, valid identification requires both a photo and a date of birth. A current driver's license is the most common, but a few other government issued documents may also be acceptable.
63. Whenever a person gives you an ID, check it carefully. Fake IDs can be quite convincing.
64. If you're unsure about one ID, ask for others. If you still have doubts, call your supervisor or security.
65. You also have to try to prevent adults from buying alcohol for underage people. Although these types of transactions are often hard to spot, you may notice suspicious signs, like money exchanging hands in a remote part of the store.
66. If you're in doubt as to where the alcohol is going - ask. Explain that you might lose your job if the alcohol is given to an underage person.
67. Customers who have had too much to drink are tougher to deal with. And you may feel that you'll be an easy target for abuse if you refuse to sell them alcohol. Using the cut-off guidelines can help you through a tough situation.
68. Never hesitate to say "No" and move on when necessary. If you pick up on cues that a customer is intoxicated, be firm but friendly. And refuse the sale.
69. Say, "I'm sorry; I can't sell you any alcohol." Then make eye contact with the next customer in line, greet him or her and start ringing up the order. The line will move forward on its own, and the customer you've refused will usually choose to leave rather than create a scene.
70. If the customer insists, just say, "I am not legally allowed to sell you any alcohol," and explain that you'd be risking your job if you did.
71. You might offer to sell them soda or coffee instead. Above all, avoid provoking the customer. A comeback like "I won't sell to you because you're drunk!" is sure to make a bad situation worse.
72. If the customer does create a scene, call for your supervisor or security personnel to back you up.
73. Another way you can keep your customers returning while ensuring only legal alcohol sales is by applying safe-selling guidelines.
74. For example, suggest food to go along with alcohol purchases.
75. Always remember that making an illegal sale is never worth the consequences. If you have doubts, don't sell!
76. Finally, but perhaps most important, use your personal touch... your people skills.
77. Even customers who have had one too many will usually respond to a polite but friendly request, a little eye contact and a smile. This personal touch will often defuse anger or deflect an argument and it may also keep any people waiting in line from losing their tempers.
78. The law requires you to make a reasonable effort to ensure that you do not sell alcohol to customers who are not legally allowed to purchase it. Using these guidelines will help you with that responsibility while ensuring good customer service even when you need to decline a sale.

Information Review

Remember, as a seller of alcohol, you have a responsibility to avoid selling alcohol to people who are intoxicated or underage. Your experience, coupled with your people skills, will help you better identify whether you need to refuse a sale or even intervene to prevent an intoxicated customer from driving.



Key Ideas

Behavioral Cues are the signs that show how much a person has been affected by alcohol. Attention to these cues will help you spot a potentially intoxicated customer.



Key Ideas

Although you won't see your customers drinking, knowledge about Intoxication Rate Factors can help you gauge their levels of intoxication.



Key Ideas

Alcohol is a **depressant** and may interact unpredictably with any other drug.

Behavioral Cues

The changes in people's behavior after a few drinks are called behavioral cues. Usually, the more alcohol in the bloodstream, the more obvious the cues. Watch for cues in four areas.

Inhibitions	Becoming talkative, displaying loud behavior or mood swings, or exhibiting a notable change in behavior can all indicate <i>lowered inhibitions</i> .
Judgment	Behaving inappropriately, using foul language, telling off-color jokes, annoying others, or becoming overly friendly are signs of <i>impaired judgment</i> .
Reactions	Glassy, unfocused eyes, talking and moving very slowly, forgetting things, losing one's train of thought, and slurred speech result from <i>slowed reactions</i> .
Coordination	Stumbling or swaying, dropping belongings, and having trouble picking up keys, change, or other items can indicate a <i>loss of coordination</i> .

Intoxication Rate Factors

Certain physical traits can help you assess how quickly a person will become intoxicated and can give you an idea of how rapidly that person's BAC will rise. These factors are:

Size	Smaller people are typically affected more quickly by alcohol than larger people. However, larger people with a high percentage of body fat can become intoxicated faster.
Gender	Women are generally smaller, have more body fat, and tend to reach higher BACs more quickly than men.
Rate of Consumption	Gulping drinks and multiple drinks in quick succession will increase the amount of alcohol taken into the system.
Strength of Drink	Drinks of different types (e.g., straight, carbonated, or juice mixer) have varied effects based on their content.
Drug Use	Legal or illegal drugs can speed up the effects of alcohol and have an unpredictable outcome.
Food Intake	A full stomach before or during drinking slows the absorption of alcohol into the bloodstream.

Blood Alcohol Content (BAC)

Blood Alcohol Content is the legal measurement of the amount of alcohol in a person's blood. Here are some key points to remember:

- The more alcohol a person consumes the higher the BAC level will be.
- A person's BAC level can be different each time he or she drinks.
- Intoxication rate factors affect how quickly the BAC level rises.
- The higher the BAC level, the more behavioral cues you are likely to see.
- Time is the only thing that can lower a person's BAC level.

Below are some guidelines for BAC as measured in the United States.

A 150-pound (68-kilogram) male drinking for one hour on an empty stomach would likely have the following BAC levels:

2 drinks = .05 BAC	8 drinks = .20 BAC
4 drinks = .10 BAC	12 drinks = .30 BAC

Many areas have a set legal limit for Driving While Intoxicated. Some areas also have penalties for driving under the influence at lower BAC levels. As a seller, you are not expected to know a customer's BAC level. However, you do need to be concerned with watching for signs of visible intoxication in your customers.

Tolerance

People who drink frequently tend to have a high tolerance. This means they may be able to **hide the behavioral cues** that would otherwise tell you they are intoxicated. Having a high tolerance has **no impact** on a person's BAC level.

This works in both directions. People who do not frequently drink alcohol may have low tolerance. Even with low BAC levels, such people may show signs of intoxication after consuming even a small amount of alcohol.



Key Ideas

Use the BAC example as a guideline. Remember that the Intoxication Rate Factors can skew the results for each person.

Legal Information



Key Ideas

You must make a reasonable effort to prevent illegal alcohol sales.

Reasonable Efforts

The law requires that you, as a seller of alcohol, make a reasonable effort to prevent alcohol sales to minors and those who are visibly intoxicated. This can include calling the police if necessary. Some examples of reasonable efforts include:

- checking IDs
- enlisting help from the customer's friend
- providing alternate transportation
- becoming trained in responsible alcohol sales
- refusing a sale
- contacting a manager for help
- calling the police.

Understanding Liability

Whether you are a seller, manager, or owner of a licensed store, you could be held legally responsible for illegal sales to an underage or intoxicated customer. Two primary types of law apply to licensed establishments - Common Negligence and Dram Shop Liability. If you have any questions about liability issues specific to your area, you should contact an attorney.

Common Negligence

Based on prior court cases, these laws set a minimum standard for the actions a reasonable person should take to prevent problems. Negligence laws can cover a broad range of situations and are relied on in many cases where alcohol is alleged to be a factor in an incident.

Dram Shop Liability

Dram Shop Acts make sellers of alcohol beverages responsible for sales to persons under the legal drinking age or those who are visibly intoxicated. For the purpose of these laws, "sale" refers not only to the sale of bottled liquor, but also to the serving of individual drinks at an establishment. These laws are designed to make sellers and servers of alcohol beverages liable for any harm caused to a third party by a person to whom they have sold alcohol.

ID Checking Process

As a seller of alcohol you must make certain that all your customers are of legal age. Check for valid ID from anyone who looks to be under 30 years old. Determining if an ID is valid can be one of the toughest yet most important responsibilities you face. When checking IDs you must be aware of the acceptable forms of ID in your area. Contact your local liquor authority for requirements specific to your area.



Key Ideas

In most areas, legal forms of identification must have both a photo and a date of birth.

Commonly Acceptable Forms of ID

1. Valid photo driver's license
2. Valid photo state-issued ID card
3. U.S. active-duty military ID
4. Valid Passport
5. Alien registration card.

Unacceptable Forms of ID

1. Counterfeit IDs
2. Student IDs
3. Altered IDs
4. Borrowed or Stolen IDs
5. Expired IDs
6. Order-by-mail IDs.

Steps to Follow to Check IDs

- Step 1: **Ask the customer to remove the ID from his or her wallet.** You may want to compare the ID to the ID Guidebook, which shows all valid IDs from every state and province in the U.S. and Canada.
- Step 2: **Determine whether or not the ID is valid:**
- a. Check the birth date.
 - b. Check the expiration date.
 - c. Examine the lamination. (Is it torn, frayed or damaged?)
 - d. Look at the composition of the ID. (Does it correspond with the ID book?)
 - e. Compare the customer's signature with the one on the ID.
 - f. Compare the photograph to the person in front of you.
 - g. Shine a flashlight to the back of the ID to expose any cuts or abrasions.
- Step 3: **Communicate with the person by asking questions, such as:**
- a. What is your astrological sign?
 - b. When did you graduate from high school?
- You do not need to know the answers. You are simply looking for **hesitation** in the person's response that might suggest this is not the person's valid ID.
- Step 4: **If you have any reservations, ask the customer for a second form of ID or tell him or her that you will have to get the ID approved.** (See Underage Warning Signs.)
- Step 5: **Know where the alcohol is going.** If you suspect that a customer is purchasing for an underage person, you cannot make the sale.
- Step 6: **If you still have doubts -- don't make the sale!**



Key Ideas

The only way to be sure your customer is of age is to check ID! Many illegal sales occur because sellers either do not check at all or do not check carefully.

Cut-Off Guidelines

There are times when you must refuse to sell alcohol to a customer. Remember that customer service is key. Your people skills can help in resolving situations.

1. Clearly tell the customer, "I can't sell you this alcohol." Then, remove the alcohol from the counter and move to the next customer. Be brief and firm and keep the line moving.
2. Give clear reasons and don't judge the customer. Never say, "You're drunk."
3. Do not back down. Call for backup if the customer makes trouble.

Safe-Selling Guidelines

These quick guidelines will help you maintain good customer service and sell alcohol legally.

1. If in doubt, don't sell. It's not worth a lawsuit or your job. Encourage the customer to purchase food or a soda.
2. Prevent an intoxicated customer from driving -- check your policy on providing alternate transportation for a customer or ask for help by contacting a co-worker, your manager, or, if necessary, the police.
3. Use the personal touch. Make eye contact and friendly conversation with each customer as often as you can.

Underage Warning Signs

A few signs may alert you to a potentially underage person. A person may:

- hand money to someone else who is obviously of age
- hide one's face or look away while you are studying the ID
- seem nervous and move around frequently
- state that he or she is a regular or a friend of an employee
- stand away from the line as a friend attempts to purchase alcohol
- get upset when asked for ID.

Jurisdiction-Specific Information

This exercise highlights specific information related to your jurisdiction's liquor laws. Your trainer will help you complete the statements or provide an information sheet you can use to find the answers yourself.

1. The minimum legal age to consume alcohol in my area is _____.
2. The minimum legal age to sell alcohol in my area is _____.
3. In my area, the legal Blood Alcohol Content limit for intoxication while driving is _____.
4. My jurisdiction (does/does not) _____ have Dram Shop Liability Laws.
5. Three acceptable forms of identification in my area are:
 - _____
 - _____
 - _____
6. My jurisdiction (does/does not) _____ have a recommended age for carding. If it does, that age is _____.
7. In my area, I (can/cannot) _____ sell alcohol to a parent or legal guardian purchasing for their underage child.
8. My jurisdiction (does/does not) _____ regulate seller training. If it does, here are some important points about those regulations:

9. Some common penalties for violation of the liquor laws in my jurisdiction include the following: _____

10. Some common policies regarding the confiscation of IDs in my jurisdiction are: _____

11. If I have more questions about liquor laws in my area, I can call the Alcohol Beverage Commission or Liquor Control Board at _____.

Note: Jurisdiction or area can be a country, state, province, city, or county.

Documentation



Key Ideas

Good documentation can be the best way to prove you acted responsibly.

Accurate records are important in demonstrating that reasonable efforts have been made to avoid selling alcohol to intoxicated or underage customers. Stores and establishments should document all alcohol-related incidents in a daily log book.

The Incident Report Form can be a valuable line of defense for stores and establishments facing civil or criminal liability lawsuits. Use a bound Incident Report Log Book to record all reasonable efforts made to prevent illegal alcohol sales.

INCIDENT REPORT FORM

001

Date: _____ Time of Day: _____

Manager: _____ Primary Staff Person: _____

Other Staff Involved: _____

Name/Description of Patron: _____

ID Confiscated

Refused Sale/Service

Police Contacted

Non-Alcohol Beverage Served

Transportation Offered

Description of Incident: _____

Intervention Strategies Used: _____

Witnesses: _____

Form Completed By: _____

Signature: _____ Date: _____

Information

January _____

01/01

No Incident See IRF No.: _____

Signature: _____

01/09

No Incident See IRF No.: _____

Signature: _____

Stores and establishments may create their own bound Daily Log/Incident Report Log Books for use in documenting incidents. Incident Report Log Books are also available for purchase from TIPS by calling 800-438-8477.

Note: Management may wish to consult with an attorney prior to implementing any documentation policies.

Review Questions

This review is designed to let you know how well you have understood the material presented in the Information section. Complete the statements below. Review any questions with your trainer.

1. Your skills in observing how people act, hearing what they say, judging their needs, and responding appropriately are your _____.
2. Behavioral _____ provide information that shows you how much your customers are being affected by alcohol.
3. Under the Cut-Off Guidelines, your first statement should clearly express to the customer: _____.
4. Alcohol affects behavior progressively in four basic areas: Inhibitions, Judgment, Reactions, and Coordination. Complete the following statements with one of these areas:
 - a) Lowered _____ are noticeable as customers become especially talkative and relaxed.
 - b) A gap between how people think they are behaving and how they actually behave indicates impaired _____. People may become overly friendly, annoy others, or overrate themselves.
 - c) Slowed _____ can be observed physically, when speech becomes slurred and routine motions become difficult, or mentally, when there is a loss of concentration.
 - d) Losing one's balance, swaying, and dropping items are cues that indicate loss of _____.
5. Alcohol, unlike other foods, is absorbed rapidly into the _____, circulating throughout the body and affecting the brain.
6. A measurement of the level of alcohol in the bloodstream is called _____.
7. The strength of a drink, the rate of drinking, whether food is eaten or medication is taken, and the gender, height, and weight of the person are all _____.
8. In most areas legal identification must have both a _____ and the _____ to be considered valid.
9. People who drink frequently may have developed a high _____, which allows them to hide the behavioral cues they would otherwise exhibit.
10. To effectively refuse a sale, sellers should do these three things:
 - 1) _____
 - 2) _____
 - 3) _____
11. In many areas, if a drinker becomes intoxicated and goes on to incur damages, the seller/server, manager, and owner can all be held responsible under _____.
12. To protect yourself against liability, the law requires that you make _____ to prevent illegal alcohol sales.

Skills Training, Part I - Evaluating Cues

Evaluating Behavioral Cues

In this section, we will review video clips, allowing you to assess a customer's level of intoxication using all the information you have learned so far. Remember to watch for the behavioral cues and consider the intoxication rate factors to help you determine the level of intoxication.

Behavioral Cues

- Lowered Inhibitions
- Impaired Judgment
- Slowed Reactions
- Loss of Coordination.

Intoxication Rate Factors

- Size
- Gender
- Rate of Consumption
- Strength of Drink
- Drug Use
- Food Intake.



Key Ideas

Cues reflect behavioral characteristics that may indicate intoxication.

Remember that different people will show different sets of behavioral cues. Also, it is important to distinguish between personality traits and signs of impairment -- particularly since you have only a short time to interact with your customers.

Rating Chart

Use the rating chart to evaluate the video scenes on the following page.

- Level 1** No Problem. This person is not a concern.
- Level 2** Potential or Borderline Intoxication. This person is not definitely intoxicated but represents a concern. Level 2 also applies when you think the customer is underage or attempting to buy for underage people.
- Level 3** Definitely Intoxicated. This person is demonstrating many cues and intoxication rate factors. The customer should not be sold any alcohol.

Rating Chart

Level 1 No Problem

Level 2 Potential or Borderline Intoxication

(Includes customers you believe may be underage or attempting to buy for underage people)

Level 3 Definitely Intoxicated

Now, rate the **Customer**.

Scene / Situation	Rating	Reasons / Cues
I-A Woman is asked to show her ID.	1	She is surprised to be asked for ID but is willing to show it. She has trouble finding it, but her coordination is not impaired.
I-B A man approaches checkout counter with a case of beer.	2	The man offers ID too eagerly, looks very young, and is probably underage.
I-C Man walks to counter carrying two bottles of spirits.	3	His coordination is greatly impaired and he drops his change. He appears unfocused and unsteady on his feet. Speech is slurred.
I-1 Customer attempts to purchase beer.		
I-2 Man stands at checkout counter reading tabloid.		
I-3 Customer approaches counter with a bottle of liquor.		

Scene / Situation	Rating	Reasons / Cues
I-4	Customer tries to buy beer in a grocery store.	
I-5	Customer offers seller alternative IDs.	
I-6	Customer purchases beer and spirits.	
I-7	An older and younger customer approach the checkout counter in a convenience store.	

Self-Test

This self-test is designed to highlight how well you have understood the material presented in this section. Rate the following three scenes the same way you did the preceding ones. Check your answers on the following page.

Level 1 No Problem

Level 2 Potential or Borderline Intoxication

(Includes customers you believe may be underage or attempting to buy for underage people)

Level 3 Definitely Intoxicated

Now, rate the **Customer**.

Situation	Rating	Reasons / Cues
I-8	Man in convenience store attempts to purchase alcohol.	
I-9	Woman gets help with wine selection.	
I-10	Man singing in store asks other customer to help him celebrate.	

Self-Test Answers

	Situation	Rating	Reasons / Cues
I-8	Man in convenience store attempts to purchase alcohol.	3	The man is obviously intoxicated. His speech is slurred and he is stumbling and bumping into things. He seems to have lost all coordination.
I-9	Woman gets help with wine selection.	2	The woman has been drinking. She appears very relaxed and somewhat unsteady. She seems a bit confused, which may indicate that she is someone with a high tolerance for alcohol.
I-10	Man singing in store asks other customer to help him celebrate.	2	The man's inhibitions are greatly lowered. He is singing and making advances to a woman he does not know. His judgment is impaired; he seems unaware that his behavior is offensive.

Skills Training, Part 2 - Evaluating Responses

The way you respond is the key to getting a customer to accept your intervention. The following six guidelines give you specific strategies for intervening effectively.

Intervention Guidelines

Guideline 1: Decide on an appropriate response based on your customer's behavior.

Reason: There is no one correct way to handle any situation. You can control a situation by how you speak to people. If you speak in an even or soft tone, it may de-escalate a situation while you maintain control.

Examples: "Please try to keep your voice down. Thanks."

"I'm sorry, but if I have to remind you again about breaking in line, I'll have to call the manager."

Guideline 2: Make clear statements. Speak directly to the point.

Reason: Your customer needs to understand what you are saying, and what you are suggesting to remedy the problem.

Example: "I'm sorry. I cannot sell you any alcohol. Would you like to purchase something else?"

Guideline 3: Use "I" statements.

Reason: You can avoid making the customer feel defensive by using "I" statements. Not only does this help you maintain control of the situation, but it also shifts the focus off of the customer's behavior and on to what you can and cannot do.

Example: "I can't sell you this alcohol because I'm concerned about your safety."

Guideline 4: Do not judge or threaten your customers.

Reason: Judgmental statements are perceived as "put-downs" and promote defensiveness and anger.

Examples: "How about trying one of these free samples?"

(This is not judgmental.)

"You're not buying any more alcohol. You're already drunk."

(This is judgmental and offensive. It could provoke an argument from the customer.)



Key Ideas

The Intervention Guidelines offer strategies for preventing illegal alcohol sales and for dealing with situations involving intoxicated people.

Guideline 5: Give the customer a reason for your actions.

Reason: People respond more positively when they know you are following rules or laws. Help them understand that you are not just singling them out.

Examples: “I’m sorry, but I could lose my job if I sell you this bottle.”

“Legally I am not allowed to sell you any alcohol at this time.”

“The liquor department has recently been conducting compliance checks. I have to follow proper procedures for checking IDs.”

Guideline 6: Provide good customer service and use indirect strategies when appropriate.

Reason: You want to be able to sell alcohol, while ensuring that all sales are legal and safe for your customers. Providing good customer service can help you prevent problems, but you need to maintain control. Often direct strategies are best, but sometimes indirect strategies can be more effective at controlling situations than direct confrontations.

Examples: These direct strategies are often effective:

- Chat with your customers to make fair assessments of their intoxication levels.
- Suggest purchasing something other than alcohol.
- Suggest alternate transportation reminding them that they don’t want to risk driving while impaired.

These indirect strategies can also help you maintain control:

- Enlist the help of the customer’s friend.
- Tell the customer your manager needs to approve the ID.
- Remove the alcohol from the counter when refusing a sale.
- Check with your co-workers when changing shifts to see if there are any ongoing problem situations.
- If in doubt, don’t sell.

Rating Chart

Level 1	Ineffective Response (Seller fails to make reasonable effort, or backs down, escalates, or over-reacts to a situation.) a. Backing down occurs when a seller correctly declines to sell alcohol to a customer, but then allows the customer to talk the seller into the sale. b. Escalation occurs when a seller makes the situation worse by yelling or creating a potentially violent scene. c. Over-reaction involves a seller refusing a sale to a person who can legally purchase alcohol.
Level 2	Moderately Effective Response (Seller could have done more.)
Level 3	Very Effective Response (Seller makes good use of intervention strategies.)

Now, rate the **Seller**.

Scene / Situation	Rating	Reasons / Cues
II-A Two female customers enter a store.	1	Seller gets completely distracted by one of the customers and allows a potentially underage sale to occur.
II-B Two customers approach the checkout counter.	2	Seller appropriately asks both customers for their IDs. She refuses the sale when only one produces an ID, but her tone could escalate the situation.
II-C Intoxicated woman tries to buy two bottles of wine.	3	Seller is polite and not judgmental, citing the law and remaining firm. He moves to the next customer, removes the bottles, and agrees to call the manager. He also asks the woman to step aside so that she does not block other customers.
II-1 Intoxicated man tries to buy alcohol.		
II-2 Man opens beer and begins drinking it in the store.		
II-3 Customer tries to buy alcohol.		
II-4 Customer purchases beer in a convenience store.		
II-5 Man purchases beer in a grocery store.		
II-6 Two friends shop in a liquor store.		

Scene / Situation	Rating	Reasons / Cues
II-7 Man presents out-of-area ID.		
II-8 Man offers to buy wine coolers for an underage customer.		
II-9 Customer attempts to purchase beer from a seller whom she seems to know.		

Self-Test

- Level 1** Ineffective – Seller fails to make reasonable effort, or backs down, escalates, or over-reacts.
- Level 2** Moderately Effective
- Level 3** Very Effective

Now, rate the **Seller**.

Situation	Rating	Reasons / Cues
II-10 Woman tries to buy beer.		
II-11 Woman tries to buy wine after hours.		
II-12 Man buys beer for a young customer.		

Notes

Self-Test Answers

Scene / Situation	Rating	Reasons / Cues
II-10 Woman tries to buy beer.	3	Seller checks ID carefully and then double-checks by asking for customer's address and the year she graduated from high school.
II-11 Woman tries to buy wine after hours.	3	Seller refuses to be swayed by friendship with the customer. He removes the bottle from the counter and cites the law (after hours).
II-12 Man buys beer for a young customer.	1	After the man passes the beer to an underage girl, the seller tries to stop the girl by calling after her, but does not get physically involved in stopping her. Seller should have called for help.

Practice

This section is the most important part of today's TIPS session. During Practice, you will be able to take the skills, information, and strategies we have discussed and apply them to some real situations. You will also have an opportunity to see how other people apply these skills and techniques so that you can share ideas and build new strategies.



Key Ideas

Remember, how you say something is as important as what you say.

Special Considerations

- Each person will play the role of seller at least once during practice.
- There is more than one correct way of dealing with problem situations. Suggest alternative strategies.
- After each scene, give positive feedback; avoid negative criticism. How you say something is as important as what you say.

How To Practice

The objective of Practice is to rehearse effective techniques of intervention. These practice scenes are based on the techniques shown in the skills training video and discussed during the session.

The **customer's role** is to give the seller an opportunity to respond to a typical situation involving alcohol sales.

The **seller's role** is to select an appropriate response to the customer's behavior, and to act it out as though in an actual situation.

The **audience's role** is to make note of the interventions used by the seller and to comment on the effectiveness of the strategies used, following the Intervention Guidelines.

Steps to Follow

1. Observe the trainer as he or she demonstrates effective responses during the practice scene.
2. Choose a familiar situation. (Select from your own experience or from the list of sample situations on the following page.)
3. The trainer will select one group member to play the intervening seller and one or two group members to play the customer(s). Everyone else is part of the audience.
4. Keep the practice situation as brief as possible -- two or three exchanges between the seller and the customer are enough.
5. In your role as the customer, demonstrate the behavioral cues appropriate to the level of intoxication you wish to portray.
6. After the practice scene, the audience should provide feedback on the effectiveness of the intervention. Discuss the strategies that worked and share ideas for improvement. Keep the feedback positive.
7. If appropriate, repeat the situation by incorporating constructive suggestions for the seller.

Sample Situations

If you have trouble coming up with a situation, choose one from the following list.

1. An intoxicated customer refuses to leave your line. Store manager is called and takes the customer aside.
2. Customer is slurring words and has dropped a bottle of wine.
3. Seller refuses sale and customer takes bottle off the counter and runs out of the front door.
4. Seller is getting ready to close. Customer, already intoxicated, brings beer to counter.
5. Customer attempts to purchase a case of soft drinks when the seller realizes the case is open and filled with beer cans.
6. Customer is loud and boisterous.
7. Seller completes a sale to an older gentleman then sees him hand the package to an underage person in front of the store.
8. Customer denies being intoxicated and tells you to mind your own business.
9. A pregnant woman approaches the counter to buy ingredients for a margarita party.
10. Several people, obviously intoxicated, come up to the counter and demand service.
11. Two underage young people present fake ID cards and then beg you to sell to them.
12. Two customers get into a loud argument. You try to intervene, but they ignore you. They get more angry and hostile.
13. Customer is intoxicated and you offer to call a cab. Customer tells you that alcohol doesn't affect her the way it does other people.
14. Customer is popping pills (legal or illegal) and buying a bottle of liquor.
15. A 21-year-old customer enters your store leaving a car full of underage looking people in the parking lot. He brings six cases of beer to the counter for purchase.
16. Customer buys two bottles of wine and a six-pack of beer, and seller suspects the second six-pack may be for an underage person.
17. Customer mistakes seller's concern for a "come on" and begins to make advances, ignoring seller's suggestion about taking a cab home.
18. An attractive underage customer flirts with a seller offering \$50 for a small bottle of cheap liquor.
19. A regular customer appears clearly intoxicated and threatens to call the owner if he isn't sold his favorite liquor.

Notes

Wrap-Up

Throughout today's program, we have discussed strategies for helping your customers appreciate shopping at your store while ensuring only legal alcohol sales. You and the other participants have enhanced the program by sharing your experience and expertise.

You can begin using all the new strategies and knowledge you have learned today on your next shift. Your management will be impressed with the new level of professionalism you bring to your job after having completed this training.

Now is a good time to ask any questions you may still have or want to revisit. Or, you may want to quickly review the key points from today's session. To summarize, we have covered:

- the effects of alcohol and how to detect visible intoxication in your customers
- the legal responsibilities you have as a seller of alcohol
- strategies for preventing alcohol-related situations from developing into problems
- techniques for intervening successfully with an intoxicated customer.

This program was designed to build your confidence in providing outstanding customer service while making sure alcohol sales are legal and your customers are safe. Using the information in this program, your own experience, and the ideas shared by the other participants today, you can make a real difference in preventing illegal alcohol sales and related problems.

After your session, you may find that you have a situation you want to discuss, or you may have questions about your test results or certification card. Complete the following information so you will be able to contact your trainer whenever necessary.

Trainer/Co-Trainer Contact Information

Name(s): _____ Trainer Number(s): _____

Phone Number(s): _____

Email(s): _____

Completing the TIPS for Off Premise Program

The final part of this program is completing the TIPS for Off Premise Certification Test to demonstrate that you have learned and understand the material presented in the course.

Please remove and complete the TIPS Session Evaluation - Off Premise Program form on page 29 before taking the test. Then remove the TIPS for Off Premise Certification Test on page 31.

It is very important to provide complete and accurate information on the test form. The information you provide there determines what appears on your certification card and allows your certification record to be retrieved through our web-based system, Certification Manager. Be sure to follow the instructions printed on the back of the test.

If you have any questions while taking the test, feel free to ask your trainer(s) for assistance.

Thank you for your participation today, and good luck!



Key Ideas

You can apply the skills you have learned to increase your effectiveness on the job.

Off PREMISE Session Evaluation

Back of Session Evaluation

Off PREMISE Certification TEST

Off PREMISE Certification TEST
Directions on this Back



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