

# Responsible Vendor Training

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# Keys to Success

- ▶ Buy in from:
  - Coalition
  - Community
  - Retailers
  - Law Enforcement
  - State Attorney
  - Courts

# How do I get 'buy in'?

## ▶ Coalition

- Hello? You're here aren't you? This is the easiest one!

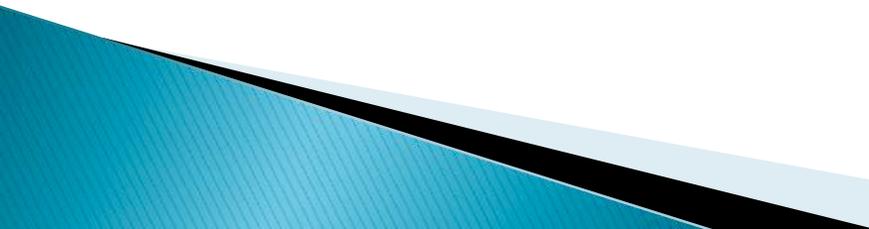
# How do I get 'buy in'?

## ▶ Community

- What you as coalitions do best....education!

# How do I get 'buy in'?

## ▶ Retailers

- Not as 'tough' as you might think!
  - Establish a good 'working' relationship with your local InBev Distributor (social responsibility).
  - Invite distributor and retailers to your meetings.
  - Explain the benefits of this program to them.
  - Best things in life are FREE!
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# How do I get 'buy in'?

## ▶ Law Enforcement

- Establish/strengthen your relationship
- Who is your point of contact? The 'higher up' the better. Invite to you meetings (encourage active involvement).
- Present the program to the highest rank you can.
  - Keep it short
  - Keep it to the point
  - Be prepared
  - Explain the benefits to law enforcement/community
  - I can help!

# How do I get 'buy in'?

## ▶ State Attorney

- Have law enforcement on board first and attend meeting if possible.
- Ensure you are talking to the right ASA.
- Presenting the program:
  - Keep it short
  - Keep it to the point
  - Be prepared
  - Explain the benefits to the State Attorney/community
  - I can help!

# How do I get 'buy in'?

## ▶ Courts

- Have law enforcement and ASA attend meeting.
- Ensure meeting is with the right Judge.
- Presenting the program.
  - Keep it short
  - Keep it to the point
  - Be prepared
  - Explain the benefits to law enforcement/community
  - I can help!

# Implementation

- ▶ Who is going to teach?
  - Law Enforcement
    - They know the laws
    - They should gain the ‘respect’ of the attendees if they know what they are talking about.
    - They can answer the questions the attendees have as they should be the ones enforcing the laws and implementing the program.
    - Just because they are law enforcement doesn’t mean they can teach/instructor. And just because they are a ‘state certified’ instructor doesn’t mean they can relate to citizens.

# Questions?

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