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Retail Outreach Tip Sheet

# Objectives:

1. **Install tear pads in prominent store locations, so staff can alert customers, and customers can take the information with them.** 
   * Recommended locations: Lumber, garden, appliances, tools and really anywhere people may picking up large items or projects that require securing a load to get it from one place to another.
   * Checkout: Ask if the store manager is willing to let you install tear pads at checkout or have checkers inform customers of the educational materials and campaign
2. **Train/inform applicable staff of the campaign and where they can direct customers (tear pad) to get more information.**

# Scheduling the visit:

* A few days before you plan to visit the store, call to schedule a time to speak with a “decision maker.” This is usually the store manager or owner.
* Aim to complete visits in “off-peak” retail hours. This is typically before 10am and after 3pm, Monday – Friday. Be flexible when scheduling.

# Making the call:

* Bring a notepad with you to record conversation details including names, dates and contact information.
* Identify yourself and ask to speak with the store owner or manager.
* Once speaking to the owner or manager, ensure that they are not busy and can focus on your conversation. If this is the case, offer to call back when they are more available.
* Briefly introduce yourself and the program.
* As needed, have a personal script handy that emphasizes how our campaign would benefit customers and the store.
* Provide a few different times that you can make the visit.

# Making the visit:

* Protect yourself and others by wearing a mask and utilizing other PPE, such as gloves, as needed.
* Observe social distancing practices in place at the retail store.