



THE SALE

Success starts at the counter—with you.

You're it. You're the one behind the counter, so you decide who purchases tobacco and who doesn't. And that means you need to learn how to make the right decisions when the time comes to make the sale.

Checking IDs

It's impossible to tell who can legally purchase tobacco without verifying age by checking an ID. The way someone talks and dresses, the way they look, or the friends they hang out with... these can all point you in the right direction. But don't be fooled. An underage teen who regularly purchases tobacco knows how to play it cool. Asking everyone for ID is the only guarantee that you don't sell to a minor.

Here are the only acceptable forms of identification to verify age for tobacco sales in Wisconsin:

- Military ID
- Drivers License
- State-issued ID
- Passport

How to spot a fake ID

Whatever form of ID you're given, make sure it hasn't expired. Knowing how to tell a valid ID from an invalid one can help you make the right decisions at the counter.

- Confirm that the picture is of the person purchasing tobacco
- Text shouldn't be smudged
- Text should be placed properly
- Text should be all the same font
- Look for changes in the birthday or the picture
- If there is any question, ask for a second ID

Upright means underage

Licenses and ID cards issued to persons under age 18 are in a vertical format.

"Turns 18 on XX-XX-20XX" is printed in black letters in a bright yellow box just below the photo for persons under 18.

This is the **easiest** and **quickest** way to check

Date of Birth (DOB) is also printed in big, red numbers.



Refusing an Illegal Sale

The hardest thing to do once you suspect that an ID is invalid (or that a customer is underage) is to refuse to make the sale. It can be intimidating for anyone, but there are some tips that can make refusing an illegal sale easier.

- Remain calm
- Remove the product from the counter
- Be polite
- Don't accuse or become confrontational
- Stick to the facts
- Don't offer your opinion—the law is non-negotiable
- Remind the customer about the law and that you can be fined
- Try using humor to lighten the situation

Of course, some situations are stickier than others. If you don't know what to do in the face of an illegal sale, don't be afraid to turn to a supervisor or co-worker for support. Here's how to handle special situations:

Not selling tobacco to underage friends

Remind them that selling to a minor is illegal and security cameras could be filming. If your friend is really a friend, he or she won't put your job at stake. Remember, refusing to make the sale isn't personal—the law is the law.

Minors buying tobacco for adults

Let minors know that if an adult wants tobacco, they need to come in and make the purchase on their own. Mention you could face a fine or lose your job for breaking the law by selling to a minor.

Adults buying tobacco for minors

If you notice something suspicious, you can ask if the product is for a minor. Point out statute prohibits adults from providing tobacco for a minor.

The tobacco grab

Don't allow a customer to grab the product before showing an ID and purchasing the product. If the customer leaves the store with the cigarettes before the purchase is complete, it's theft. Alert your manager, and he or she will take the required steps from there.

Dealing with an abusive customer

Stay calm and don't argue. Just repeat the reason for refusal and remove the product from the counter. Try to avoid making eye contact and notify a supervisor or the police as soon as you can. Above all, don't let one bad experience discourage you from making a difference in the future.