**Recommended Script**

* Identify yourself (full name)
* Identify the agency you represent
  + “I am calling on behalf of the <*Your Agency Name.>*”
* Ask for the manager
  + “Is your manager in today? If not, do you have a few minutes?”
    - If neither is available,
    - “Is there a better time for me to call back to talk with the manager?”
* Once you have identified a person to speak to (and if you have not done so already):
* “Good morning/afternoon. My name is <*name*> and I am calling on behalf of <*Your Agency Name*>and efforts to enhance the state’s merchant education materials to tobacco retailers. I would first like to confirm, does your retail location sell tobacco products?”
  + If yes, “Can you confirm the <store name and address>”
  + If no, thank them for their time and record appropriate notes in ECCO.
* “A recent study of North Carolina stores revealed that 65% of the clerks that did not ask for an ID were willing to sell tobacco to an underage purchaser.”
* “Our goal is to learn more about your use of tobacco merchant materials and training, so we can create resources that better support you in your effort to reduce the sale of tobacco products to underage purchasers.”
* “To support this effort, an online survey was created for owners, managers, and clerks of tobacco retailers.”
* “In addition, we are partnering with the NC Retail Merchants Association and the NC Petroleum and Convenience Marketers Association to distribute the survey to as many retailers as possible”
* “The survey will take approximately 10 minutes to complete using a computer or mobile device. Your answers will be completely confidential.”
* “We would like to include your insights through your participation in the survey. If I could get your email address or an email address for your store, I would like to send you a link to the online survey.”
* If an email address is provided:
  + “Thank you for your time today. After we hang-up I will email you the link. I appreciate your time today and we look forward to obtaining your insights. In addition, please feel free to provide the link to any of your coworkers or management. To help you identify my email, my address is <[abc@xyz.xxx](mailto:abc@xyz.xxx).>Thank you and have a nice day”
* If an email address is not provided:
  + “Thank you for your time today. If you happen to change your mind or have questions, I can be reached at: XXX-XXX-XXXX. Have a nice day.”