

Retailer Compliance Tip #2

Dealing With Angry Customers.



Some customers may become angry when you ask for their ID. Here are some tips to help you handle the situation.

DO

Stay calm.

Tell them that checking ID is state law and store policy.

Tell them that if you don't follow the law:

- You could lose your job
- Your store could be fined

Thank them for understanding.

DO NOT

Get upset or angry.

Raise your voice or yell.

Take their words and actions personally.

Involve other customers in the conversation.

Take IDs away from customers.