

ACTIVITY: *In their shoes*

Think about a specific liquor licensee in your community (No names, please! If you can't think of someone specific, it's ok to picture someone imaginary). Keep this person in mind as you reflect on the following questions.

❑ PRIORITIES

List 3-5 things that might be most important to this person in the way he/she runs the business.

- _____
- _____
- _____
- _____
- _____

❑ BARRIERS

List 3 things that might prevent this person from adopting best practices in pricing/promotions.

- _____
- _____
- _____

❑ OPPORTUNITIES

List 3 things that might make it easier for this person adopt best practices in pricing/promotions.

- _____
- _____
- _____

❑ SPEAKING/LISTENING POINTS

What are 3-5 key speaking points AND QUESTIONS that you want to be sure to include in your conversation?

- _____
- _____
- _____
- _____
- _____

Pair up with the person sitting next to you. With your partner, take turns role playing and trying out your speaking/listening points. Prepare to share with the group what the process was like for you, what worked well, and what didn't.