

# NH PRIMARY

## Frontline Tips and Tricks

### Do you have to know everything? No, just know where to find the answers.

- **Informational Cheat Sheets**
  - Take time to read through the Informational Sheets provided in collaboration between the Greater Manchester Chamber of Commerce and the NH Granite State Ambassadors.
  - Print and keep them close by for reference.
- **Know the Surrounding Area**
  - You know a lot more about your community than those who are visiting.
  - Review the commonly asked questions [provided] and come up with answers and share them with your colleagues.
  - Utilize the Chamber Guide or other materials provided to help answer questions
- **Use your General Knowledge**
  - *You know more than you think you do.*
  - You may get questions from a variety of different types of people, rather than say “I don’t know” – say something like:
    - “I’ll find out for you”
    - “When I was [here or there] I noticed...”
    - “Here is the number to call for what you need...”
    - “Let me see if someone [here] knows the answer.”
- **Ask for Help**
  - Recruit and utilize your colleague’s or Manager’s expertise to answer questions you can’t answer yourself.
- **Be Star-Struck**
  - It happens... but don’t let that derail the service you are providing.
  - Acknowledge their fame and ask how you can help them.
  - If appropriate you can ask for a selfie. But be aware they may not want to have their picture taken.
- **Do Not SoapBox**
  - Have you heard of the term “*SoapBox?*” If you say that someone is on their soapbox, you mean that they are speaking about something they have strong feelings about. People used to stand in their community commons on a wooden “soap” box to air their grievances.
  - Always be polite regardless of your political views.

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- **Flip-the-script**
  - Tell YOUR BUSINESS' story [or identify the person who can.]
  - Be prepared to positively reflect your brand, your business personality, your business' tagline. This is your opportunity to shine!
- **My Favorite NH Primary Story** is about a GSA who was asked by a reporter
  - "Who do you think will win the NH Primary?" – as she started her answer my (training) stomach began to knot up.....
  - She said: " I know exactly who will win..... [long pause] Someone on the ballot!" ha ha ha – she answered the question!
- **Finally, Enjoy the NH Primary:** This is an important process that the state works hard to keep. The NH Primary is about access to candidates. NH is small but politically active. Many of us have personally met the candidates. Read about the history of the NH Primary in your materials.