

PLAYSMART CONVERSATIONS FOR LOTTERY RETAILERS

As a retailer, your words and actions can have a positive impact on the player experience. You connect with all kinds of players – whether they're newcomers, myth believers, high stakes enthusiasts, Jackpot dreamers, social players, or those in need of help. To effectively communicate with your players, identify their play level on the "PLAYER SPECTRUM".

NEW & CASUAL:

Curious players who recently started to explore the games. They are seeking entertainment and still learning how the games work.

SERIOUS SOCIAL:

Players are familiar with the games. They have some existing knowledge of the games, which may or may not be accurate.



AT RISK:

Players are serious about their play and can be tense and defensive in conversation about their play habits. They may deny problems with their play or may be seeking help or resources to better manage their play behaviour.

HARMFUL INVOLVEMENT:

Players are often in a negative state. They may appear worried, tired, impatient, or aggressive. They are determined to win and chase losses against the odds. Many would like to stop playing but lack the control and resources to so.

This training resource provides you with the tools to help you interact with all players, no matter where they are along the Player Spectrum. Let's explore possible scenarios along the Player Spectrum and how to **deliver the right message to the right player at the right time.**

RED FLAGS

A red flag is player behaviour that may be a sign of a potential gambling problem. A red flag does not mean that the player has a problem; it only means that they might.

Use this guide to help you respond to your players and deliver the right message to the right player at the right time.

Make sure the LOTTERIES brochure is available in your playstand for players to take home and/or as a reference for you and your staff.

Here are some scenarios you may encounter.

NEW & CASUAL

SCENARIO: *"I play every day. I even play with a group, but we never win!"*

- RED FLAG(S):**
- Overestimates the odds of winning
 - Misunderstands randomness
 - Frequency of play

YOUR RESPONSE: Use a conversational and honest tone to deliver messages and provide resources.

Offer to explain the odds of the game OR provide a positive play message. For example:

- Playing more often does not significantly increase your odds of winning.
- It's important not to spend more than you can afford.
- Lottery should be fun.

- RESOURCES:**
- <https://www.playsmart.ca/lottery-instant-games/lottery/odds>
 - Brochure – LOTTERIES: KNOW MORE, PLAY SMARTER



SERIOUS SOCIAL

SCENARIO: *"I heard your store is lucky. I think I'll start buying my tickets here."*

- RED FLAG(S):**
- Misunderstands how the game works

YOUR RESPONSE: Offer to explain how randomness works OR provide a simple RG or positive play message. For example:

- There is no way to influence what numbers come up. I'm glad you shop here, but my store doesn't influence the winners.
- Tickets are randomly distributed across participating Ontario retailers, and there is no order or pattern to the way tickets are sorted.

Pay attention to the tone of the statement. If players are happy and enjoying their play, then take a lighter approach.

- RESOURCES:**
- <https://www.playsmart.ca/lottery-instant-games/lottery/odds>
 - Brochure – LOTTERIES: KNOW MORE, PLAY SMARTER



AT RISK

SCENARIO: *"I bought a huge stack of tickets, counting on a win, yet I hardly won anything. Your games suck. You say the overall odds of winning are 1 in 3. But I bought 20 tickets, and none is a winner. You people lie."*

- RED FLAG(S):**
- Complains about losses
 - Overestimates odds of winning
 - Believes persistence will pay off

- YOUR RESPONSE:** There are often several different ways to approach any statement. For example, you could:
- Provide information about the odds of winning, or
 - Provide a positive play message about lottery being a form of entertainment.

In this example, *pay attention to the tone of the statement*. If the player is upset, listen attentively, and offer to provide information. Identify any myths involved and ask if you can explain how the game works. Provide positive play messages or suggest a resource pamphlet or playsmart.ca. For example:

- Playing more often does not significantly increase your odds of winning.
- It's important that you do not spend more than you can afford.
- Lottery should be fun.

- RESOURCES:**
- <https://www.playsmart.ca>
 - Brochure – LOTTERIES: KNOW MORE, PLAY SMARTER



HARMFUL INVOLVEMENT

SCENARIO: *"I spend all my money on sports betting; it's my job. I finally won a prize, but it's still too little, too late. I lost my rent money. What can I do?"*

- RED FLAG(S):**
- Complains that wins do not make up for losses
 - Discloses financial hardship due to play
 - Expresses a desire to control or reduce play
 - Asks about play-related support services

- YOUR RESPONSE:**
- All forms of gambling are structured in a way so that the "house" (the website/sportsbook where you place a bet) will earn a profit over time. Any player can win at any time, but on average most players will lose more money than they win. Because the math behind the odds is simply not in your favour, the only reason to play should be for fun and entertainment.
 - Every betting option in sports betting has odds associated with it. This tells you which bet is more likely to win and what your payout could be if it does win. But the outcomes of sports games are unpredictable; any team or player could win at any time, which means that no matter the odds, no bet is a guarantee to win, and no bettor is "due" to win.

- RESOURCES:** ConnexOntario: 24x7 support for all problem gambling inquiries
1-866-531-2600 or ConnexOntario.ca

Self-Help Tools:

- <https://www.playsmart.ca>
- <https://www.playsmart.ca/sports-betting/online/strategies>
- <https://www.playsmart.ca/sports-betting/online/odds>



SHINING A LIGHT ON GAMBLING

When it comes to gambling, a little knowledge can be the difference between playing and playing smart. Enter PlaySmart: a world-class gambling program striving to share knowledge that Ontarians can trust, understand and, most importantly, use.

Spark your gambling knowledge today and visit PlaySmart.ca.