

A CUSTOMER'S ULTIMATE CONVENIENCE STORE EXPERIENCE

Aamir and Waylet, owners of Becker's Oakville, have been in the convenience store business for over 25 years and have been working with their OLG Sales Specialist, Sid Singh, for several of those years. Their openness to the new sales techniques and ideas suggested by Sid has led to an increase in lottery sales materials, including six Silent Sellers, two lottery terminals, and two Playstands. Aamir and Waylet have spent many hours renovating and redesigning their store layout to improve customer navigation, especially during peak store hours. Theirs is one of the few convenience stores to have two lottery terminals, which allows them to better serve their customers.

Aamir and Waylet attribute their lottery sales success to several techniques they have implemented over the years. These include keeping the store open late every day, always providing excellent customer service and taking the time to build relationships with regular customers. They also prioritize educating new lottery customers on games and rules, keeping their Silent Sellers fully stocked and free of clutter, and following the monthly OLG INSTANT planogram.

One of the most important aspects of their job is communication. Aamir and Waylet keep customers informed about new lottery products and promotions. They also use current data to boost their sales by providing information, like the INSTANT unclaimed prize reports, so customers know which games still have top prizes remaining. They believe that allowing customers to make informed playing decisions helps to build trusting relationships. As a result of initiatives like these, **they had the highest sales in the province for INSTANT \$100 ULTIMATE! Total store sales for this game equalled \$128,000 – triple the average of other stores!**

Customers enjoy seeing and interacting with Aamir and Waylet because they always offer them a personalized experience and always leave them with a smile and a wish for good luck.

Fantastic job, Aamir and Waylet!
Thank you for being Best in Class retailers.

