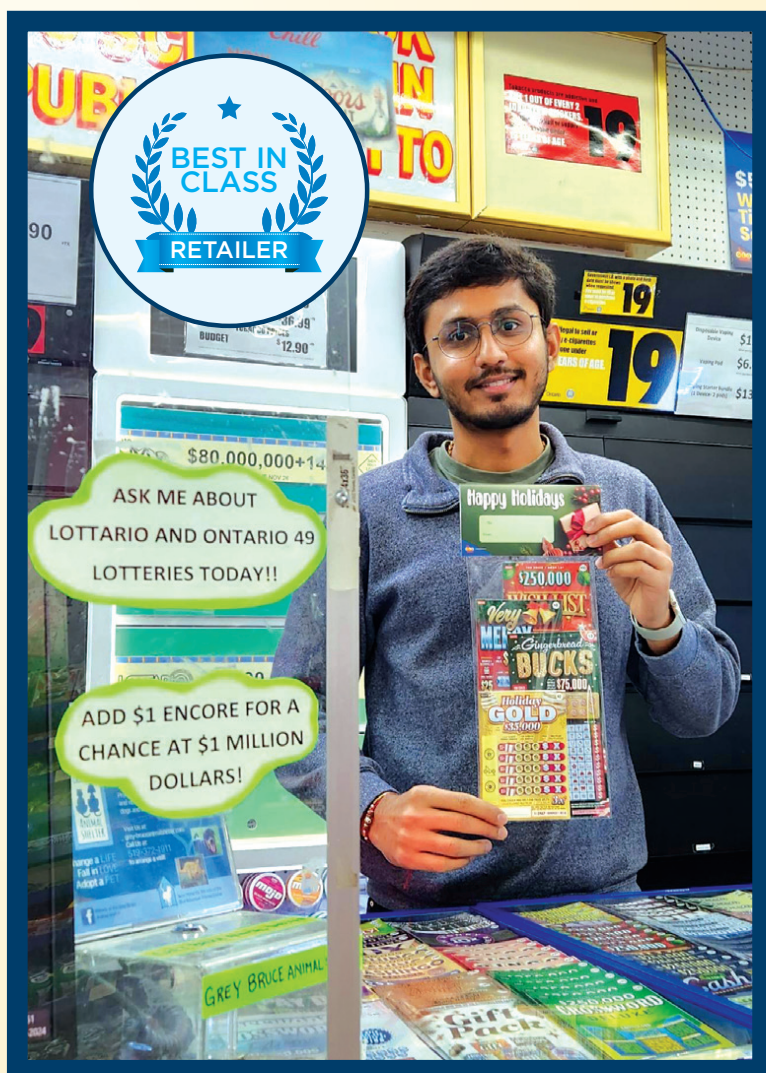


# UPSELLING AND SERVICE PAY OFF

**Ravi, a dedicated staff member at Ralph's Convenience and Food Mart, brings passion and enthusiasm to his role. He has helped to transform the store into a community hub where customers feel valued and welcomed and has built strong relationships with many customers, often greeting them by name.**

Ravi and all the staff at Ralph's Convenience have worked diligently to increase their sales from last year. Ravi excels at upselling lottery products, always suggesting the perfect items to enhance the customers' shopping experience. He keeps the excitement alive by ensuring Jackpot signs are up to date and avoids disappointing customers by making sure only current tickets are available.

Ravi always gives his full attention to OLG's sales representatives, eagerly embraces new products, and ensures the store offers the latest lottery options. After acquiring a digital PlayStand, the staff strategically placed it at the entrance to the store, making it the first thing customers see when they walk in the door.



**Congratulations to Ravi and the staff at Ralph's Convenience and Food Mart in Port Elgin for being recognized as Best in Class!**

For lottery information, visit us at [OLG.ca](http://OLG.ca)  
CALL 1-800-387-0104 FOR ALL RETAILER INQUIRIES 24/7.

ISSN: 1183-2959 L'Écho du loto est disponible en français  
en téléphonant au Centre de soutien OLG au 1-800-387-0104.

