

# A GUIDE TO BEING A SUCCESSFUL LOTTERY RETAILER

## TIPS AND TRICKS FOR SELLING LOTTERY TICKETS

### GENERAL TIPS

- Engage with your customers, and highlight current lottery offers.
- Cross-sell all lottery products!
- Share big wins from your store and in the area to spark interest.
- Pay attention to terminal messages. They will keep you up to date on all lottery!
- Understand the lottery products you sell. Visit the Retailer Hub to learn more. [Visit OLGRetailerHub.ca](http://Visit OLGRetailerHub.ca)
- Talk to your Sales Reps about adding POS advertising to better promote lottery within your store.

**THE KEYS TO SUCCESS IS  
ENTHUSIASM, ENGAGEMENT,  
KNOWLEDGE AND UPSELLING!**

### MESSAGE

#### LIMITED TIME PROMOTION!

TODAY ONLY

CUSTOMERS PURCHASING

2 DAILY GRAND GET 1 FREE!

ASK FOR THE SALE



### DID YOU KNOW? LOTTERY CAN BE AN IMPULSE BUY.

The store clerk asked June-Kai Ricky if he wanted to purchase a LOTTO MAX ticket, something he didn't normally buy.

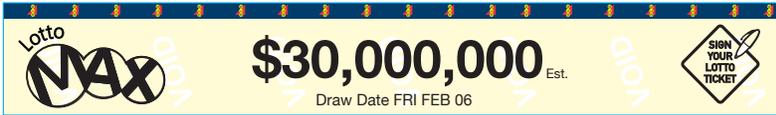
**He ended up winning BIG!**

**ASK FOR THE SALE. YOUR CUSTOMER COULD BE NEXT!**



## ONLINE TICKETS

- Print terminal banners to advertise high Jackpots, bonus draws, and special event games.



- Use your outdoor signs to advertise Jackpots!
- Clean PlayStands regularly, and keep Selection Slips neat and organized.
- Remind regular INSTANT ticket customers of upcoming Jackpots for LOTTO Games.



## INSTANT TICKETS

### Stay up to date on your INSTANT inventory:

- Monitor your pack inventory launch report to ensure new tickets are activated and those no longer available to activate are removed from sale.
  - \*Note - your pack inventory launch report auto-prints every Monday.
- Assign specific employees to activate INSTANT tickets.
- Be sure high-priced and new INSTANT tickets are displayed in the most visible areas of your Silent Sellers.
- Make sure packs are activated before selling.
- Stay up to date on your returns to free up space for new tickets.



### GET CREATIVE WITH YOUR TICKET DISPLAYS!

BE SURE ALL TICKETS REMAIN BEHIND YOUR COUNTER & SAFELY OUT OF REACH.

Today's LOTTO 6/49  
Jackpot is **\$20 Million**.  
Do you want to play?

Do you want to add  
ENCORE for **\$1** and a  
chance at **\$1 Million**?

Do you  
want to play  
lottery today?

**ASK FOR THE SALE!**