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# RETAILER

January/  
February  
1995

## RETAILERS EXCHANGE IDEAS THAT WORK

The Texas Lottery Commission and GTECH Corporation hosted the third Lottery Retailer Forum in Austin on November 2 and 3, with 29 Texas Lottery retailers in attendance. This forum was designed as a two-day affair so retailers and Lottery officials could have more time to discuss important issues.

The forum allowed retailers the opportunity to voice their concerns about Lottery operations and offer their ideas to improve Lottery sales and procedures.

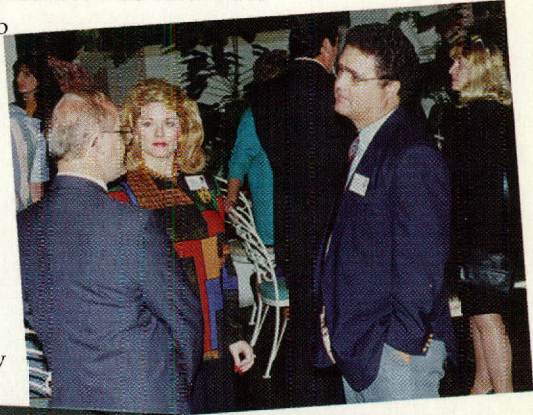
The two-day format gave retailers a better look at how the Lottery works, including a visit to a live *Lotto Texas/Pick 3* drawing and a reception where Scratchman handed out Spinning Wheel prizes.

"The Retailer Forums are an important part of the Lottery-retailer relationship," said Nora Linares, Executive Director of the Texas Lottery Commission. "We need our retailers to let us know when we're doing the right things. We also need them to suggest how we could be doing things better."

In response to retailers' comments, Lottery officials are making changes. Among them:

- New permanent signage, both indoor and outdoor, will soon be available. Ask your Sales Representative about availability.
- Lottery publications will be further improved to provide retailers with up-to-date information on all aspects of Lottery operations.
- Sample reconciliation forms are now available from Lottery accounting by calling 1-800-37-LOTTC.

Retailers who took part in the third forum were pleased with the exchange of information. As one stated, "Thanks for everything. I had a great time and learned a lot."



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TEXAS



# Have you checked it out?

Have you looked for your Retailer ID in this issue of Retailer Update? Your number could be one of five hidden just about anywhere. Five lucky retailers have a chance to win a super Lottery prize package if you find your numbers and notify us.

If you find your ID number (mailing labels don't count), call 1-800-37-LOTTO, Ext. 3619 to claim your prize. Prizes for this issue must be claimed by February 28, 1995.

## Congratulations!

*Hats Off to these bonus-winning retailers!*

**Stop N Go #563, Duncanville**

**\$500,000 Bonus**

**Telferner Grocery, Telferner**

**\$123,955 Bonus**

**Stone Creek Mini Mart, Flower Mound**

**\$123,955 Bonus**

*In the last issue of Retailer Update, we credited Quick Pak #10 in Hewlitt with receiving a \$10,000 retailer's bonus for selling a winning Instant Million ticket. Unfortunately, that information was incorrect. Still, congratulations are in order because Quick Pak recently sold a winning ticket in the \$100,000 Game. Keep up the good work!*

## PICK UP A WINNER!

Two stores owned by the same person are in competition with one another for the title of top Lottery outlet in Palmview. Juan Flores recently opened **United Drive In #2** in the community just west of McAllen. In order to promote the new store and encourage "friendly competition" for sales among his employees, Flores has decided to give away a brand-new customized Dodge Ram pickup to anyone who purchases a winning Lotto Texas ticket at store #2.

Because of the promotion, Flores says Lotto sales for the new store are more than double the amount for other stores in the area that have been selling Lotto for over a year. (206111)

A Rio Grande Valley Lotto jackpot winner could also win this customized Dodge pickup—if the winning ticket is purchased at **United Drive In #2!**





# HOT DOG! WHAT PROMOTIONS!

Mike White of **White's Northway Chevron** in Orange says, "Customer service is the only way to go."

Mike also says it's easy to provide good service during normal times, but it's even more important to keep your customers happy during the "crunch" of a really big *Lotto Texas* jackpot.

During one recent weekend when the jackpot topped \$50 million, Northway Chevron serviced more than 10,000 customers who spent more than \$100,000 on Lottery products.

When situations like these occur, Mike directs traffic in the parking lot while his employees serve free hot dogs and soft drinks to Lottery players.

In La Grange, things are really "popping" around **Al's Food Mart**. Owner Al Henneke didn't think he was selling enough Lottery scratch tickets and asked Sales Representative Doyle Kolle to help out on a promotion.

Al and Doyle put their heads together and came up with the idea of mystery balloons. Here's how it works: every customer who buys \$5 or more in scratch tickets gets to select a balloon from a box near the cash register. The customer pops the balloon to see what in-store merchandise he or she wins. Prizes include a personal pan pizza, a free \$1 Lottery ticket, a 16 ounce fountain drink or discounts on large pizzas.

Guess what? Al's Lottery sales have doubled since they floated the mystery balloon idea—and Al is really promoting his pizza!

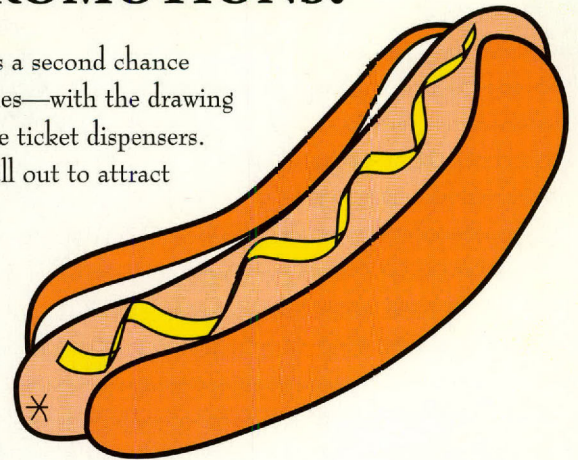
Another great promotional idea comes from Dallas where **Lucky Lady #57** offers a "Lottery Lunch Special" consisting of a hamburger, an order of french fries, a soft drink and three \$1 Lottery scratch tickets—all for \$5!

The store also has a second chance drawing for free lunches—with the drawing box located next to the ticket dispensers. Lucky Lady is going all out to attract customers—and sales went from virtually nothing to \$1,250 a week in less than a month! (236851)

And, **One Stop Food Store** in East Plano is going after their share of the *Lotto Texas* market in a big way. The store is giving away a 1981 DeLorean sports car to the first *Lotto* jackpot winner who purchases a ticket at the store.

Is it working? You bet! During One Stop's first full week of on-line sales, *Lotto* purchases reached \$3,000—and are continuing to increase!

These are just a few of the many ways that innovative retailers have found to increase their Lottery sales and profits—and boost their chances of getting a great *Lotto Texas* jackpot bonus. Ask your Sales Representative for more great promotional ideas that could be just right for your location.



## Too many games?

*There's no such thing, according to Loat Duc Tran, owner of Evergreen Food Store in Stafford. He keeps 25 dispensers full at all times—and since he decided to start selling multiple packs, his weekly average sales of scratch tickets have zoomed from \$2,000 to \$7,000!*







# A "SECOND CHANCE" VEGAS VACATION

The Roadrunner Store in Rockport has only been open since early last summer, but has already gained the reputation of being a great place to play the Lottery.

Owners Eli Domaschk, Gene Domaschk and Joe Zorn designed the "super" convenience store from the ground up. In addition to the usual convenience store merchandise items, the Roadrunner has a restaurant with a full-size kitchen, dining area and drive-up window.

The store's owners go all-out to promote ticket sales both inside the facility and through the drive-up window.

The store features a second chance drawing every three months where the top prize is a trip to Las Vegas. Second prize is 50 Texas Lottery scratch tickets, and third prize winners take home 25 scratch tickets. The owners built their own large bin to hold the thousands of second chance entries from their enthusiastic players.

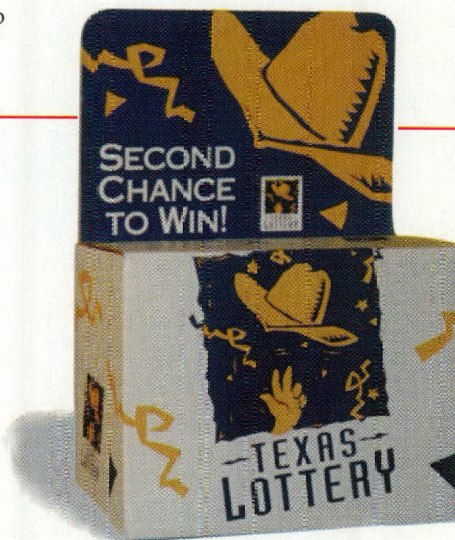
The Roadrunner's owners say their Lottery business is booming. With the attitude and energy they put into promotion and customer service, that's no surprise. (206314)



*Roadrunner employee Kim Dohogne is ready for another second chance drawing to send a lucky winner to Las Vegas!*

## GET ON BOARD!

You can start your own second chance drawing promotion with help from the Lottery. The Second Chance to Win promotion will provide you with a drawing box and a package of Lottery merchandise for prizes. Check with your Sales Representative for details on how to boost Lottery sales and acquire loyal new customers!





# THE KEY TO HAPPY CUSTOMERS

The key is right there on your on-line terminal—and it's called INQUIRY. Some winning Lottery players want their *Lotto Texas, Pick 3* or scratch ticket payout in cash. Retailers, however, often prefer to pay with checks or money orders for security reasons.



## Well Done!

Employees of *Maverick Market No. 342* in Victoria are all smiles after receiving a share of the \$10,000 retailer bonus paid to the company. From left are *Maverick Market* district manager Michael Orem, along with store employees Henry Cantu, Glen Sullivan, Pat Cunningham and Shirley Haack. (218102)

## WHERE'S SCRATCHMAN?

How well do you know the Texas Lottery Scratch Games? See how many Scratch-Ticket Characters you can find in the puzzle below! The answers are on page 7.



If you **VALIDATE** a winning ticket before you ask the customer about alternate forms of payment—and he says he will only accept cash—you are obligated to pay the prize.

Some clerks have returned a validated, but unpaid, ticket to a customer who demands cash. If the customer goes to another Lottery outlet, the terminal there will give out a **PREVIOUSLY PAID** message. The customer is now confused and upset.

Avoid the hassle by using **INQUIRY** to determine the payout amount. If the customer insists on cash—and you're not prepared for a cash payout—you can safely direct the player to another outlet where he or she can obtain cash.

Remember: **INQUIRY** before **VALIDATION**. It's a simple step that will keep your Texas Lottery customers coming back.





# GLAD YOU ASKED THAT!



**Q.**

Are scratch tickets in a “confirmed” status charged to my account?

**A.**

Lottery scratch tickets in a confirmed status are not charged to you as long as they are not activated. This allows retailers to keep an ample supply of inventory on hand at no charge. You are charged for scratch tickets when one of these three things happens:

1. 45 days have gone by since the pack was activated;
2. More than 50% of the low-tier winning tickets have been cashed in; or
3. You, the retailer, settles the pack through either your GVT or on-line terminal. (111401)

Lottery tickets must be active (not just confirmed) to be sold or the winning tickets will not validate on any Lottery equipment.

**Q.**

Should I ask for proof of age if a young customer wants to buy a Lottery ticket?

**A.**

Yes. Retailers and their employees should remember that selling a Lottery ticket to anyone under the age of 18 is a Class C Misdemeanor under the Texas Penal Code—and conviction could make you subject to a fine of up to \$500. Also, any Lottery retailer who knowingly sells a ticket to a minor is subject to having his or her Lottery license revoked.

**Q.**

I’m about to purchase an additional location and want to sell Lottery tickets. What do I have to do?

**A.**

You must send in a completed application and fee of \$50 for the additional location. Please inform us that a complete set of fingerprint cards for the current owners are on file under your active retailer ID number. Be sure to include your state taxpayer identification number. If you are purchasing a business with a Lottery machine installed at the location, be sure to include information regarding the seller’s retailer ID number and name.

**Q.**

Due to circumstances beyond my control, I recently had to close my store for several days. I was unable to make a bank deposit to cover the weekly sweep, so my Lottery machine was deactivated. What must I do to resume Lottery sales in the shortest amount of time?

**A.**

Phone the Retailer Accounting Section of Lottery Operations (1-800-375-6886). If payment is required, please make the payment in the form of a cashier’s check or money order. This will expedite the process and should have your machine up and running with as little down time as possible. If a business or personal check is sent, there is a 10 day processing delay.

*Cut out and place by phone.*



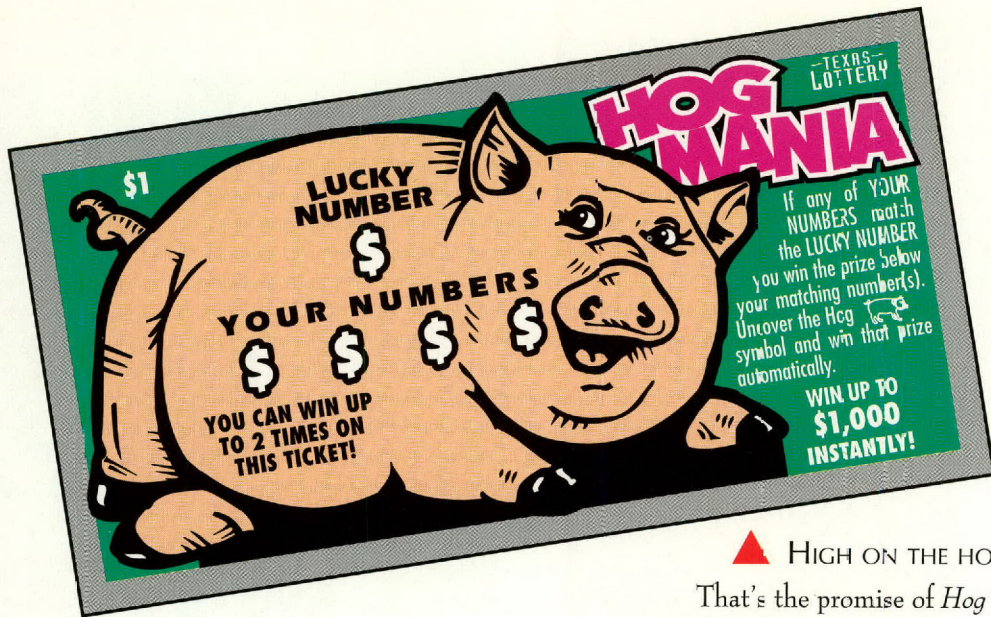
**Q.** When I call the toll-free Lottery number, I want to speak with someone immediately. Is there some way to bypass the recorded message?

**A.** Yes. After you dial 1-800-375-6886, press “\*1” when the recording begins. That will take you directly to the retailer menu—and it will only take a few seconds to get in touch with someone in Accounting, Licensing or Customer Service.



# SCRATCH GAMES COMING SOON

There are 23 Texas Lottery Scratch Game Characters! Did you count the new Scratchman II ticket?



## ▲ HIGH ON THE HOG!

That's the promise of *Hog Mania*, going on sale February 9. Match "your numbers" with the "lucky number" and win up to \$1,000. Players can win twice on one ticket—and if they uncover the "lucky hog" symbol, it means an automatic win with *Hog Mania*!

## ◀ SCRATCHMAN'S BACK!

The Lottery's loony and lovable supermascot returns in *Scratchman II*, beginning February 9. Offering a top prize of \$3,000, *Scratchman II* is bound to be as big a hit as the original *Scratchman* ticket. Your players will be flying high!



Prize Redemption End Dates

Tex Tac Dough  
(Game No. 15)

Prize Redemption End Date:

January 28, 1995



# GET IN THE HABIT

## FIVE HABITS OF HIGHLY SUCCESSFUL LOTTERY RETAILERS

### 1. Always ask for the sale.

"Would you like a Lottery ticket with that?"

"Would you like to try our newest scratch ticket?"

"Are you going to try your luck at becoming a millionaire today?"

The easiest and most cost-efficient way to market the Texas Lottery is to always ask for the sale.

### 2. Advertise that you sell Texas Lottery products.

The first and primary goal of Point of Sale material is to let the customer know that you are licensed to sell Lottery tickets. These materials are supplied to you at no cost—so use them to your best advantage.

### 3. Place POS strategically.

Make sure your POS material is placed to attract attention. Street level signage such as banners and curb signs attract players to your store, who, in turn, could become regular customers. In-store POS, especially near the cash register,

takes advantage of players' impulse buying nature. Ask your Sales Representative for ideas on strategic POS placement.

### 4. Keep the customer coming back.

In-house promotions such as second chance drawings, door prizes and give-aways attract repeat customers. Publicize your winners by displaying their pictures and let the public know that your store sells winning tickets.

### 5. Maintain a positive attitude.

A positive attitude and enthusiasm about selling the Lottery is good for both your customers and your employees. Tell your clerks to talk about the winners at your location. Wear your Texas Lottery buttons. Remind your employees that selling Lottery products is just as important as selling any other item.



## Good Job!

*Allsup's No. 40 in Lake Dallas received a \$123,955.01 bonus for selling one of the winning tickets in the October 26 Lotto Texas drawing. Pictured are Allsup's district manager Jim Lovelave, store manager Gwen Gray, Lottery representative Meissa Villaseñor-Dye and store clerks Gabriel Hamilton, Doreen LaRoche and Greg Gagner.*



Texas Lottery  
Commission

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