☐ Scratch-off Product Visibility & Display

- Review Sales Wizard product analysis and visually verify in-store opportunities.
- Review your Sales Wizard bin analysis: Is there an opportunity (space) to increase facings?
- Is there an opportunity to create a selling area?
- Are the right games on display? (new games, core games, top-selling games)
- Is the price point mix correct?
- Is the display clean and merchandised correctly?
- Manage the display, fill empty bins, and make sure the tickets are displayed properly.
- Make sure games are ordered from highest price point to lowest in the bins and that the bins are numbered.
- Ensure correct voids/inserts are displayed in each bin (especially for pulsed games).
- Verify if order edits need to be made based on visual/virtual audit.

☐ Draw Product Visibility

- Is there any opportunity for additional high-jackpot awareness?
- Is the play area or play center neat, clean, and current?
- Make sure all playslips are available.
- Encourage retailer to print winning numbers, display jackpots, print calendars and other available tools.

☐ Vending

- Pull vending reports (such as shift report and inventory report) to assess out of stocks
- Is it in a high-traffic, visible area? Is it functioning?
- Inventory Optimization: Empty bin/OOS, taping books

☐ Equipment Maintenance & Expansion

- Make sure equipment is functional and properly placed. Retailer should have:
- Ticket Checker, Terminal, Printer, PTD & ESMM
- Evaluate equipment, suitability, and expansion opportunities
  Additional Selling Areas: Vending, Dispensers, Terminal, Jackpot Signs, Ticket Checkers, Quick Draw Monitors & SST

Tip: Equipment measurements can be found in Sales Wizard documents.

☐ ENGAGE RETAILER

- Make sure you talk to the decision maker in the store.
- In service history, enter who you spoke to and their role.
- Update Contacts in Sales Wizard: Name, role, telephone number, email address, etc.
- Discuss what is working in the store and what you like.
- Ask about any current issues or concerns.
- Look for opportunities to address concerns with a solution that drives sales results
- Review regionwide sales focus, projects, communication (e.g., Game Plan, weekly focus, etc.), jackpot amounts
- Review opportunities (Pre-Call Sales Plan & Store Audit)

☐ Training

- New game training
- Training and support for Retailer Wizard
- Ask for the Sale and other sales-driving techniques
- Package verification: Make sure retailer checks the contents of their delivery before confirming.
- "First In, First Out": To avoid backstock issues, make sure retailers display the oldest book of a game first when refilling bins.
- Remind and retrain retailers on settlement terms.

☐ Promotions

- Provide information about any existing promotions; share how retailers can manage their promotions.
- Lottery driven: Terminal
- In-store: Retailer managed, FMR supported

Tracking, Follow-up & Communication

☐ **Establish goals** for your next call

☐ **Create reminders and tags** for your own organization. Remember: Gray tags can only be seen by the person who created them. Maroon tags are visible to anyone.

☐ **Update notes and comments** for information you need to share with others or for easy reference.

☐ **Print or email** any necessary information for retailers

☐ **Photos and Contact Information:** Keep them updated and check regularly. For contact information, gather email address and cell phone number for decision makers and owners.

☐ **Communicate to your manager Business Ownership Changes** (adding, dropping partner, selling business, business potentially sold, etc.)

☐ **Communicate,** as needed, to your manager, corporate account team, Pro-Call, ops specialist, and other resource teams

☐ **Complete request forms,** if needed.

SW Sales Wizard

THE EFFECTIVE SALES CALL

What can I do with each retailer to increase sales?

Prepare for your Day

State & Territory Focus
☐ Review regionwide sales focus, projects, recruitment, communication (e.g., newsletter, weekly sales presentations in Sales Wizard, etc.), jackpot amounts.

☐ Check Sales Wizard Alerts Dashboard to understand areas of opportunity in your territory and where you may need to focus your time.

LEGEND Tip   Pro-Call   Other

Preparation by Retailer
Review
☐ Service history, notes, winners, reminders (any to dos), and any lottery administrative tasks (e.g., licensing, business ownership changes, etc.)

☐ Sales and inventory management via Sales Wizard to pinpoint opportunities and establish call goals

☐ Store contacts so you can greet key individuals personally

☐ Start a Service History to document your notes

☐ Alerts (see chart below)

Touch **Sales Wizard** icon in upper left > Select **Alerts** from bottom menu (if necessary) > Touch on any Alert to see list of retailers with that Alert

Alert	Definition	Action
New Game	Retailer has not put books of new game on display. This alert will begin 5 day after new games are launched and runs for 21 days.	Players are trained to look for new games, and sales are strongest the first two weeks after a launch. Ensure retailer has received the new games. Contact your retailer to get new games faced.
Hard Recall	Retailer has a game that has been recalled.	Remove games that have been recalled to make room for strong selling games.
Game End	Retailer has inventory of a game that has ended or is ending soon. Generated 28 days before a game ends and removed once the end date is reached.	Remove games that are ending to make room for strong selling games.
On Display	Retailer has books that have been on display for too long. (Books less than 66% - 78% validated but active for at least 30 days, which means they are settled.)	Remove games that have been on display for too long (over 30 days) and are slow sellers/stale to make room for strong selling games.
In Transit	Retailer has books of a game that have been in transit too long. Alert is triggered after 3 days in transit status.	Make sure books are not lost. Use UPS tracking number (Scratch-Off Summary page) to check if package was received and if so, who signed for the package and on what date. If the retailer has the package, communicate that they need to confirm the delivery on the terminal.
In Backstock	Retailer has books of a game that have been in backstock too long. Alert is triggered when a book has been in confirmed status for 30 days.	Reinforce "first in, first out" approach to inventory. Suggest retailer write the date on the book when received.

Tip for Hard Recall, Game End, On Display: Use Scratch-off Summary screen to see what games are performing well in the store; use Games Catalog to see what games are performing well in the state. This will help you pick new games to replace those removed due to an alert.

Contact FMR Supervisors for stores with consistently high number of alerts.

Check for all books: If you pick up a book that has an alert, make sure to check for other books of that same game and work with the retailer to trade them all up, not just partial books. Also, when reviewing the number of days a book has been in a particular status, don't forget to look at books that may be reaching alert status. (For example: Aging confirmed books hitting 30 days. Action: Look ahead for books that could reach 30 days before your next touchpoint with this retailer.)

☐ Rate of Sales

Select Retailer > Select Scratch-Off > Select Summary or Detail from bottom menu

- Inventory Management to Increase Sales: Check Summary screen (T=In Transit, B=In Backstock, D=On Display) to prevent stock outs and suggest orders.
- Last Four Weeks' Rate of Sales (Summary Screen): Sort by sales rate, ascending to see slowest movers/stale inventory. Encourage trade-ups of slow movers and replace with better selling games.
- Settled Confirmed: In Detail screen, filter by "confirmed" then sort by "status days," descending. Reinforce "first in, first out" approach to inventory. Suggest retailer write the date on the book when received.
- Encourage retailer to put book out for sale at next opportunity.
- 30 day Settle: In Detail screen filter by "active"; sort by "Estimated Settled Book," descending to determine books settling soon.

Discuss books and actions on call, followed by email to retailer with the list of books and required actions. (Possible actions: Retailer return, order stronger sellers, put stronger games out for sale, etc.)

When to Use Summary

The summary screen is used to aid sales conversations, such as replacing slow-moving games, and increasing facings.

When to Use Detail

The detail screen is used to assist retailers in controlling their instant game accounting. The lottery statuses give retailers insight on when a book has been paid for, or when it will settle (at which point they will have to pay for it).

Tip

- Review rate of sale for any games averaging less than .25 books a week in sales, discourage re-ordering to prevent stale inventory.
- Recommend to retailer that they print both regionwide and retailer top-selling reports from terminal.
- Encourage retailers to multi-face strong selling games.
- Tailor how information is displayed on the Summary screen; each method will help you accomplish a different goal during the call.
  - Books: Address inventory and ordering needs
  - Tickets: Show retailer the effort needed to sell the same $ amount with two different price points
  - Dollars: Show how much money they are earning by selling a game

☐ Credit Limits: Address need for retailer adjustments based on ability to have adequate inventory to prevent stock outs.

☐ Space to Sales

Select **Retailer** > Select **Scratch-Off** > Select **Space: Sales** from bottom menu

- Address price point mix by reviewing Space to Sales suggestions.
- Analyze bin churn rate for bin expansion. Use the below chart to assist your efforts.
- Possible actions: Add facings; advocate for planogram compliance; change price point mix; address stale inventory and make sure they are selling best-selling games

	Book Size	Value per Book	$/week to pay book in 30 days
$5	100	$500	$117
$10	50	$500	$117
$20	40	$800	$187
$30	30	$900	$210
$50	20	$1,000	$234
$100	10	$1,000	$234

If the retailer is selling 23.4% of a book a week, they'll sell through before they have to pay.

☐ Comparative Sales Screens

Select **Retailer** > Select any **Sales Trend Indicator (red, green, or blue arrow)** > Select **Category Sales, Terminal Sales, Category Compensation, Category Payouts**

- By game category, determine retailer's sales vs. last year, territory, zip code, and tradestyle to assess growth potential

First: Utilize the trend arrows, and 13-week sales trend percentages
Then: Click on an arrow to take you to the sales comparison screens. Understand what percentage of sales is coming from each product or price point, depending on the category. Review how the retailer is trending in comparison to their tradestyle, zip code (and other groups).

- Possible actions: Develop game/category-specific plan where retailer is trailing their competition (e.g., assess merchandising & POS such as jackpot signs, playslips, winning results, draw dates & times; winner awareness; promotion opportunities; sales tactics (train clerks on how to ask for the sale and other tips); game mix/availability; price point mix from space to sales; inventory needs, etc.)
- Terminal Sales: Use to understand what sales are coming from each vending machine and terminal. If you see big increases or decreases, explore for reason why.
- Category Compensation (Commissions): Use to motivate retailers and show them that lottery is an important part of their business. Show trends and how they compare to other groups to foster competitiveness.

- Category Payout: Use, as necessary, to show the importance of paying winners and to understand how much they are paying out vs. other groups. With winner awareness, use to combat perception that there aren't winners/as many winners as before.

Tip: When reviewing sales, consider if their sales volume warrants adding a terminal, vending machine, Quick Draw monitor, or other equipment. Discuss the opportunity with your manager.

Communicate with FMR Supervisor assigned to the chain. He/she can highlight opportunities when providing the quarterly scorecard update.

☐ Vending Optimization

Select Retailer > Select Profile

- Identify inventory needs, and ensure that retailer has best-selling games displayed.
- Possible actions: Retailer training; address any inventory issues; additional communication
- Check for out of stocks. Discuss with retailers and make sure machine is filled ASAP.

Communicate with FMR Supervisor assigned to the chain. He/she can highlight opportunities when providing weekly out of stock updates to chain category managers.

- Planogram Compliance
  - Ensure retailer has all games on the planogram.
  - Possible actions: Retailer training; address any inventory issues; post planogram in vending machine; email planogram to retailers

Tip: To print or email a planogram:

Select Retailer > Select Scratch-Off > Select Planogram from bottom menu > Select the planogram you wish to print or email > Select Action button > Select Print or Email

☐ Winner Awareness

- Review winners since last visit
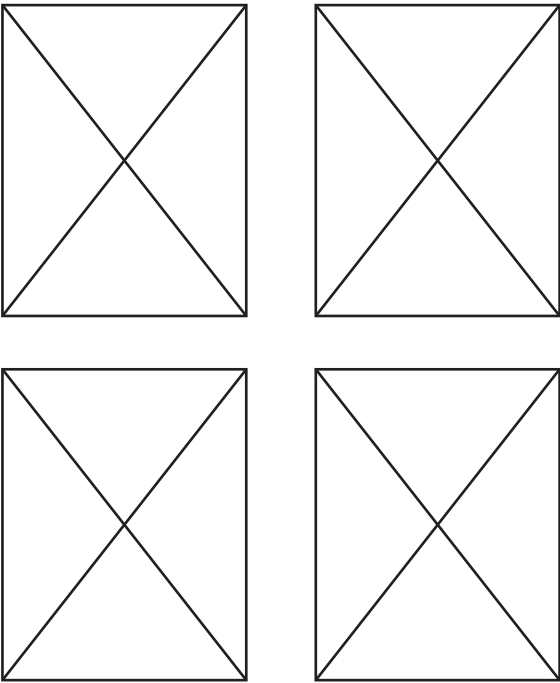- Print winner awareness signs to hang at retail

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In-Store/Virtual Call

Perform Store Audit

☐ Continue to document your notes in your Service History.

☐ Review POS & Merchandising

Utilize the **Merchandising Execution Guide**

- Refresh POS: Have you posted all current marketing point of sale?
  - Have you taken down old or outdated POS?
- Analyze Curb to Counter Zones
  - Exterior, Threshold, Shopping, Lottery, Counter
- Ensure there is a mix of game-specific & brand POS
  - Is each game adequately promoted?
- Review the digital path to purchase
  - Are the lottery terminal, ESMM, and ticket checker positioned properly?
  - Have you used any available POS on the equipment?
- Update POS if necessary

☐ Winner Awareness

- Is there an opportunity to add winner awareness?
- Inform retailers about winners of $600+ from their store/area/statewide.
- Discuss and post winner awareness displays. Leave winner tags behind.
- If the store a big winner (Big Ride, Set for Life, or Pay Day) arrange for a game banner., arrange for a game banner.