

KENOTES

KENO NEWS FOR DELAWARE LOTTERY RETAILERS

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KENO
Fun. On the spot.

SPOTLIGHT

Milford Plaza Cigarette Outlet and **One Stop Milford** are two Retailers that are only one mile apart geographically. Between the two locations, they have sold more than \$148,000 YTD in KENO alone. That amount is almost evenly split too! How do they do it? Friendly competition? Hmmm? Over the last several months I asked several customers what attracts them to these stores. They all seemed to agree: personal attention and service. And they gave me examples:

- Dinaz (One Stop) isn't fluent in Spanish but has taken the time to learn enough to greet her customers with enthusiasm and communicate with them about what products she sells. When a customer wins in this location, Perry makes sure he or she is congratulated and paid on the spot (if within payout margins).
- Bindesh (Milford Plaza) greets his customers by name and introduces them to me when I drop by. His store is well stocked with everything that he sells, including his Lottery. Again, customers who win get ample recognition and are paid out enthusiastically.
- Both Dinaz and Bindesh show interest in their gamers. They take time to explain KENO to those who haven't played before. They have customers that are happy and comfortable to stay and play in the store, which generates curiosity from other patrons who then want to try their luck. They even throw in a free game now and then to their valued players who haven't won in a while, just to show gratitude for their patronage. Perry, Dinaz and Bindesh have LOYAL customers at both locations.



This is Lamont and Bindesh. Bindesh had given Lamont a free 4 spot, and he won \$50!



Perry and Dinaz

Similarities between the locations:

- Owner-operated Retailer
- Tobacco products, candy and drinks
- Convenient customer seating
- Full line of Lottery products

Differences between the locations:

Milford Plaza Cigarette Outlet

- Tobacco and newsstand
- Part of a busy strip mall

One Stop Milford

- Convenience store with food service
- Stand-alone connected to laundromat

Welcome, New Retailers

Tobacco Field II—New Castle
Brookside Liquors—Newark
Willow Grove Food Mart—Camden

Dash In Concord Pike—Wilmington
Buyrite Liquors—New Castle
Hi-Way Inn Liquors—Wilmington

Village Package Store—Dover
Ted's Liquors—Wilmington
Speedy Mart—Wilmington
New Doris' Market—Marydel

Selling Tips!



Place monthly promotional POS out in clear view for your customers to see. Make sure that your staff understands them and how they benefit the consumer or terminal operator. If you are unsure, please call your Marketing representative.



Take advantage of your KENO Marketing reps. They can help to train your staff, offer sales dialogue for you and your staff, and approach and offer to explain KENO to your patrons. Schedule a time for them to do an exclusive promotion in your location.



Remember that KENO is not offered in all locations. It is a tool that you can use to bring people into your location. If the play area is clean and comfortable, people will stay longer and play more. Not only will you get the commission, but you may also improve impulse-purchase sales.



Make use of social media. Add KENO to print and radio ads that you currently use. Advertise KENO on your websites and fliers.



Post your big winners and promotions.



Place the "How to Play Guide" and playslips in menus and anywhere you have customers waiting. Keep that area stocked with playslips and pencils.

TOP KENO LOCATION

Congratulations to **BOOKS & TOBACCO** staff and players! With the help of a lot of new players and some loyal regulars, they take the #1 location this quarter year-to-date!

KEY KENO PROMOTERS

Let's give a shoutout to PJ from Skyway One in Newark. This is another FANTASTIC Retailer that has done more than \$135,000 YTD in KENO. Skyway One is consistently in the top 10! PJ gets into the game with his customers. He is attentive when they are playing, and his customers rarely miss a draw when playing in his store. He is on point and as quick as KENO! There are always at least two people working, and they keep a steady flow at all times. They picked up a lot of new players after their Launch Party!





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PROMOTIONS



JULY 1–11: For every 10th KENO or KENO Bonus that was purchased, an entry form was received to win 1 of 20 Delaware State Fair/Beach Prize Packs. Included in prize packs was a set of State Fair entry tickets (\$50 value).



SEPTEMBER 12–23: For every 10th KENO or KENO Bonus purchased, receive an entry form to win 1 of 15 gift cards (\$75 value).



AUGUST 8, 15, 22 & 29: BUY MORE, GET MORE

- Purchase any \$20 KENO/KENO Bonus on a single ticket and receive a FREE \$7 (3 Spot) for the next consecutive draws.
- Purchase any \$10 KENO/KENO Bonus on a single ticket and receive a FREE \$3 (3 Spot) for the next consecutive draws.
- Purchase any \$5 KENO/KENO Bonus on a single ticket and receive a FREE \$1 (3 Spot) for the next consecutive draws.

KENO PARTIES

NEW PARTY STYLES!

Ask your rep to go over the new guidelines and book a qualifying party today.

NEW RETAILER PARTY. Lottery will dedicate a minimum of two KENO Marketing reps for two hours, provide up to \$200 in KENO/Lottery merchandise and credit the host Retailer for the full amount of "FREE PLAY" redeemed. This is honored only for new Retailers hosting their first party.

STANDARD PARTY. 50/50 split of merchandise between Lottery and Retailer. Standard Parties are offered no more than every six months.

ON THE SPOT PARTY. Retailer will be credited 50 percent of the promotional dollars issued. No gratis items offered at time of play. Gratis can be negotiated into a second-chance drawing if preapproved by Lottery. Lottery recommends these types of parties no more than once a quarter.



GAMES AVAILABLE. Corn Hole, Dice, Ping Pong Balls, Community Bet, Trivia Game and Cards are all available for KENO Parties. This is a great way to get customers to play. They can get a free play by getting the beanbag in the hole.

Upcoming KENO Events:

Wyoming Peach Festival.....August 6
Middletown Peach Festival.....August 20
Wilmington Farmers MarketSeptember 7

RECENT KENO EVENTS

Triple Threat BBQApril 8 and 9
Old Dover Days.....Saturday, May 7
Wilmington Farmers MarketWednesday, June 8
June JamSaturday, June 11
St. Anthony's Italian FestivalJune 16-18
Wilmington Farmers MarketJuly 6
Delaware State FairJuly 21-30
Wilmington Farmers MarketAugust 3



This year's Triple Threat BBQ event was cold, but lots of great fun! Food, music and prizes were enjoyed by all!



TOP KENO LOCATIONS 10-Week Average

- 1 General Store—Lewes
- 2 Books & Tobacco—Wilmington
- 3 Cigar & Cigarette Outlet—Smyrna
- 4 USA Gas—Elsmere
- 5 Books & News—Newark
- 6 Skyway One—Newark
- 7 Naaman's Beverage Mart, Inc.—Wilmington
- 8 Tobacco Time—Bear
- 9 Smitty McGee's—Fenwick
- 10 James & Jesse's Barber—Wilmington

RETAILER WINNERS

APRIL 2ND-CHANCE DRAW WINNERS

Ashley Walters—General Store
 Brandi White—General Store
 George Ganat—Naaman's Beverage
 Janice Sordi—Naaman's Beverage
 Paresh Parikh—One Stop, Milford
 Robin Sharma—Tobacco City
 Vinay Patel—24-7 Food Mart
 Chander Pandey—New Castle Shell
 Hemang Patel—Stop & Shop, White Oak
 Cindy Bradford—Books & Tobacco
 Tara Jezyk—Books & Tobacco
 Cathy Walls—Books & Tobacco
 Kinni Patel—Claymont News
 Bindesh Shah—
 Milford Cigarette Outlet
 Mary Mathews—R & R Grill



George at Naaman's with his gratis.



Chander is the lucky lady at New Castle Shell.

LUCKY PLAYER WINNERS



Harpoon Hanna's staff were happy with their tips after these wins!



Stop & Shop Dewey Beach posts a BIG WIN!



They're running out of space to post winners at James & Jesse's Barber. These customers are trying to out-win each other!



Another Big Check goes up at McGlynn's Polly Drummond!



Tobacco Store's Farut proudly holds a Big Check for his customer before it is added to the Lucky Wall!



Pete is glad for his KENO player too! Fairfield News

INFORMATION

Know Your Important Hotline/Contact Info

Marketing Staff Contact Info

DON CAHALL
KENO® Supervisor
302.270.9343

TERESA A. QUEEN
Statewide
State Lottery Field
Representative
Phone: 302.744.1604
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CHRIS KUNZWEILER
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SGI KENO® Representative
646.574.8549



Staff Notes

Remember that your KENO reps are there to help you promote KENO in your location. Bounce ideas off of them. If you would like to plan an event or schedule them to come out to your store, please contact them (see info below). When they come into your locations, please let them know if you need anything and make sure that you are clear with the promotions. They are there to help you sell KENO.

We will be at the Delaware State Fair July 21–30. Drop by the booth to say hello. We look forward to seeing you there.

Suggestion Form



We have received several great ideas that we are going to try and roll out over the next year. Keep the ideas coming in. Your KENO team is working diligently to review your ideas and bring them to

fruition. Engage KENO reps when they come to your locations. They can help build your KENO business.

Send us your comments or suggestions—as many as you like and as often as they come to you—here:
MSMwebmail.lottery@state.de.us.

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Fun. On the spot.



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