

KENOTES

KENO NEWS FOR DELAWARE LOTTERY RETAILERS

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KENO
Fun. On the spot.

SPOTLIGHT

Uncle Willie's—Woodside



PJ Patel owns Uncle Willie's Market in Woodside. Over the last few months, PJ's store has become a favorite spot for customers to play Keno. PJ has a great seating area for his customers to sit and enjoy playing Keno.

PJ attributes his success to customer service, as he provides round the-clock service to his Lottery customers. At times, he even takes

his customers' play slips over to the terminal for them and places their bets for them.

This location is at a major intersection on North DuPont Hwy. PJ has made good use of our Keno signage by placing it on each entrance to his location as well as on the front and back of his business. He has seen a substantial increase in his Keno sales since doing this.

PJ continues to grow his Keno business. He has just recently taken on a new trade-style venture in which he sells Keno, and the sales at that location are growing as well.

Thank you, PJ, for your fine example of promoting and selling our Keno product.

Tobacco Time



Mark Steele is the owner of Tobacco Time in the Fox Run Shopping Center in Bear, Delaware. Mark's location is one of the top Retailer performers in the state for the Delaware Lottery.

When it comes to Keno, there is no equal. Tobacco Time is often number one and always in the top 5 for Keno sales. His staff is well trained and always willing to lend a

helping hand to explain how Keno is played—even to the point of helping someone new fill out a play slip.

If you visit Tobacco Time, you will be hard pressed to leave there without being asked if you would like to

play Keno—and you will also probably be informed of a new scratch game that just came out, or the latest Powerball or Mega Millions jackpot. Mark's location also has sports betting.

Mark runs in-store promotions for his customers as well. He brings in pizza and soda from time to time and has Keno parties to thank customers for their support and to increase awareness and sales.

Mark also rewards his employees when his location has strong sales growth. This provides them an incentive to ask for the sale.

The Delaware Lottery would like to thank Mark—and especially the Keno team—for being a prime example of a great Delaware Lottery Retailer.

Welcome, New Retailers

Midway Discount Liquors—Harrington

Dave's Liquors—New Castle

First State Exxon—New Castle

Georgetown Discount Liquors—Georgetown

Bridgeville BP—Bridgeville

Chestnut Liquors—Wilmington

Jake's Seafood House—Rehoboth

State Line Cigarette Outlet—Newark

Silview Liquors—Stanton

Shore Stop #282-Millcreek—Wilmington

Selling Tips!



Make an appointment with your Marketing Team: Teresa Queen, Ed Cox, Chris Kunzweiler and Lauren Broughton (contact info at the end of this issue). Sit down with them for 15 minutes and work out a promotional event for your store. The Lottery will split the cost with you, and it will bring excitement and foot traffic into your store.



Place attention-getting starbursts on the TV monitor. Write "Ask how to win \$50," "Ask how to win \$500" "... \$1000." Focus on a spot—4 or 7 has the best odds, but choose what you think is best. You know your customers and can teach them how to play.



Utilize 2nd chance drawing boxes. You can give away promotional products that have been donated to your store or sample out some of your products. Another great option is discount coupons in the drawing for products that don't normally go on sale. The prize could be something as simple as a free Keno ticket. It is a great way to earn repeat buyers and turn them into loyal customers.



Create a Keno Corner or Keno Play Area. Decorate it in Keno blue and offer coffee, water and light snacks. Make it comfortable and inviting. The longer they stay, the more they will play.



Reward the winners! If they win \$1 to \$599, give them a celebratory soda, candy, appetizer etc. Point out the Big Winner checks to them when they come back in. Show that you are excited and happy that they won from a ticket purchased in your store.



Interested in knowing how your store is trending? Ask your rep. He or she can build a quarterly spreadsheet for you so that you can see up and down times. See what impacts your sales, such as promotions geared toward customer play vs. those for the Retailer. What days of the week are more productive? Is it because of the staff or customers? Utilize this information to not only build your KENO Lottery business but also become more familiar with the flow of your business.

TOP KENO LOCATION

Books & Tobacco continues to stay on top of the leader board for Keno sales. The staff at this location provides top-notch customer service to not only their Keno players but also all of their Lottery players. They provide a comfortable seating area to watch the Keno drawing, keep plenty of Keno play slips and How to Play brochures on hand, and offer assistance to first-time players of the game.

Great job!!!

KEY KENO PROMOTERS

Nilesh, the owner of Buyrite Liquors in Old New Castle, is doing a fantastic job in promoting Keno in his store. Even though his store is off the beaten path, it continues to grow in Keno sales. The store has a constant flow of repeat customers, and Nilesh has made it his goal to offer Keno to each and every one of them—explaining the game to new players as well as offering a free game to some customers so they can get the feel of how the game is played. This location is fairly new to Keno but has already placed itself in the top 5 of the liquor stores in the state that carry Keno.

KENO PROMOTIONS



NOVEMBER 14–25:

- Enter for a chance to win 1 of 25 \$50 Visa Gift Cards.
- For every 10th Keno/Keno Bonus sold statewide, an entry form will be generated.
- Entries due by November 29.
- Drawing date is the first week of December.



DECEMBER 6,13,20,27

Holiday Sampler Tuesdays

- \$7 for \$5
- Sampler includes: \$2 Keno Bonus 2-spot, \$2 Keno Bonus 4-spot, \$2 Keno Bonus 7-spot, \$1 Keno 10-spot

KENO PARTIES

NEW PARTY STYLES!

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



FIVE POINTS—
LAUREL



BOXWOOD BOOKS
KENO PARTY



UNCLE WILLIE'S—FELTON

Special thanks to Jerry Singh for his contribution to the party. Customers loved having the unique prizes and had lots of fun! Michelle and Kelly did a fantastic job building excitement and assisting the Keno staff. This was a fantastic party.



FOX'S PIZZA—MILLVILLE

You never know when selling the winning ticket will pay off. The bar manager was tipped \$100 by the winner.



DELAWARE STATE FAIR

The face you make when it's your first time playing Keno and you win \$50.



Upcoming KENO Events:

- Game Changers—BearEvery Tuesday night in November (Keno night)
- Punkin ChunkinNovember 4th–6th at 8 a.m.
- Nicola PizzaNovember 4th at 4 p.m. (Keno party)
- Dover Downs-Sports BarNovember 10th at 1 p.m. (Keno party)
- Georgetown Discount Liquors.....November 15th at 4 p.m. (Keno party)
- Bodie's Market—Georgetown.....November 18th at 11 a.m. (Keno party)



TOP KENO LOCATIONS

10-Week Average

- 1 Books & Tobacco
- 2 Tobacco Time
- 3 Mike's Food Mkt.
- 4 Smitty McGee's
- 5 Books & News
- 6 Naamans Beverage
- 7 General Store
- 8 Daily Market
- 9 Cigar Cigarette & More
- 10 Nicola's Pizza

RETAILER WINNERS

September \$75
Gift Card Recipients

- Suzy Schenkel**—General Store
Loretta Leatherbury—Shore Stop Bethany
Sumaya Alikham—Skyway One
Robin Burns—Daily Market
Kinni Patel—Claymont News
Tracie Barry—General Store
Peto Upadmyay—Fairfield News
Shilapha Sharma—Boxwood Books & News
Sahil Sharma—Boxwood Books & News
Cathy Walls—Books & Tobacco
Cheryl Kraft—General Store
Joe Potter—Tobacco Time
Brian Muldoon—Books & Tobacco
Taylor Hagerman—Tobacco Time
Vinay Patel—24-7 Food Mart



Sumaya Alikham



Taylor Hagerman

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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ED COX
New Castle County
SGI KENO® Representative
646.574.8515

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Kent County
SGI KENO® Representative
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CHRIS KUNZWEILER
Sussex County
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.

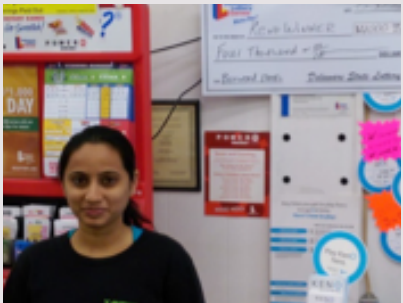
LUCKY PLAYER WINNERS



First State Liquors—
Newark



Book & News—
Newark



Boxwood Books,
News & Tobacco—Newark



Milton of Milton Liquors—
Wilmington



Fairfield News—
Newark



HOTLINE NUMBER:
800.233.7014

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

KENOTES

Fun. On the spot.



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