

AGENT NEWS

JULY

AGENT INCENTIVE PLAN

The criteria for earning a quarterly agent incentive have changed effective July 1, 2016. To be eligible an agent must have been open for business all thirteen weeks of the quarter, and all thirteen weeks of the same quarter last year.

The new Incentive Plan includes these measurements of sales growth, promotion participation, and a report card of your in-store presence and placement of lottery products and marketing material. Each is explained below:

- **Sales increase.** We will measure sales increases against the prior year's quarter and award points for each increment of sales growth:
 - 1 – 10% = 1 point
 - 11 – 20% = 2 points
 - 21 – 30% = 3 points
 - 31% of higher = 4 points

Example – If your sales grow by 15% in the July – Sept quarter in 2016 over your sales for the July – Sept quarter in 2015, you will be awarded 2 points.

If an unusual jackpot occurs (like the Powerball jackpot in January) that distorts quarterly sales, the Lottery will adjust sales to “normalize” them so that comparisons can be made. We will inform agents when this occurs and how sales were adjusted.

- **Promotion participation.** We will measure sales increases of promoted games over your sales of that game during the prior 13 weeks. We will also evaluate how well your sales increase holds on over the following 2-4 weeks. Lastly we will consider your use of signage for the promoted game. These three measurements will be used in awarding up to three points in this category. Instead of predefining required sales increase percentages we will use the results from the fifty stores with the best results, and the average of all stores, to establish each promotion's standards.

Example – during a week-long promotion for Megabucks in October your sales for that game are 50% higher than your average weekly Megabucks sales from July through September (13 weeks). For the two weeks following the promotion period your weekly Megabucks sales were 15% higher than the same prior 13 week average. The store used all available promotion signage and the lottery sales rep heard a store employee suggesting lottery sales to customers. The promotion measurements were set at 40% or higher for the promotion week, and 25% or higher for after the promotion week for one point; and at 70% and 35% for the two points. This store would be awarded

- 1 point for beating the 40% AND 25% level.

- 0 point for missing the 70% AND 35% level.
 - 1 point for strong in-store participation for signage and upselling.
 - Total of 2 out of a possible 3 points.
- **Agent Report Card.** This is to recognize and reward the basics as witnessed by your lottery sales representative. Once each quarter, during a routine sales visit, they will check your instant ticket dispenser to ensure all facings are full that there are no obstructions placed in front of it or that all tickets are easily visible to customers; that you are using point-of-sale signage and video monitors to their best potential; and that your staff is overheard reminding customers about lottery purchases. The Report Card score is worth one point.

Example – during one lottery sales rep call in August the rep observes:

1. All instant ticket facings are full.
2. Another product has been placed in front of the instant ticket dispenser blocking the view of the lower level tickets.
3. Agent allows use of one POS sign in store.
4. PAD placement is in perfect spot for customer view while in line, or paying.
5. Agent allowed us to place two extra facings for Ghostbusters right next to primary cash register during July and August.

Lottery sales staff will be provided with the full Incentive Plan Results at the end of each quarter. Agents can ask their sales representative to see their scores once the results have been calculated.

MAY

The Gimme 5 promotion “Five Alive” runs May 5th from 5am to 5pm. Those customers that purchase a ticket of \$5 or more have the chance to receive instant cash prizes of \$15, \$50 and \$500 during that time period.

New instant tickets launching May 6 are:

1316/**Find the 9's** (\$1)

1323/**Mystery Cashword** (\$3) – tell your Cashword players another one is coming

1325/**Diamond 7's** (\$5)

Tickets scheduled for June 3 are:

1315/**Mustache Cash** (\$1) – fun and prizes through social media

1322/**Ghostbusters** (\$5) – Look for chances to win movie passes and Ghostbuster items

1326/**Wheel of Fortune** (\$10) – we're giving away 12 VIP trips for 2 to Hollywood to meet Pat and Vanna and a chance to spin for a \$1,000,000

APRIL

Over 500 lottery agents received incentive checks having achieved their sales growth goals for the most recent reporting period, Jan 1 – March 31, 2016. This is the ninth incentive period under the current plan and over 3,000 incentive checks have been received by agents due to sales growth. 21 agents have earned incentives in all 9 quarters, achieving Honor Roll status. These are the Honor Roll Stores:

Champlain Farms-Barre
Circle K-Barton
Barton Village Corner Store-Barton
Cumberland Farms-Bellows Falls
Dot's Market-Burlington
Cumberland Farms-Colchester
Simon's Four Corners-Colchester
Finelli's-Colchester
Mac's Fair Have Truck Stop-Fair Haven
Cumberland Farms-Ludlow
Cumberland Farms-Lyndonville
River's Edge-Marshfield
Champlain Farms-Middlebury
Middlebury Beef-Middlebury
Rene's Discount Beverage-Milton
Cumberland Farms-Morrisville
N. Springfield Mobil Smart Shop-Springfield
Orleans One-Stop Mini-Mart-Orleans
Sandri Stop Mart #210-Rockingham
Hometown Sunoco-Swanton
Wilder Smart Shop-Wilder

Remind your customers that they can still purchase Super Cool Cashword and play for fun or prizes online or the Super Cool Cashword mobile app.