

# Quick Food Mart SUCCESS STORY

By Yvonne Wilkins-Smith, Midlands MSR

## The Power of Suggestive Selling Just Ask for the Sale!

Sunny and Hetal Patel purchased **Quick Food Mart** in May 2009. Sunny's challenge was to substantially increase lottery sales at his **Orangeburg** location.

One of the first things he did was increase his selling slots from 10 games to 34 games and relocated the lottery tickets closer to his customers. Customers will not buy what they cannot see.

In less than six months, Sunny and Hetal increased their sales by implementing the items highlighted on the checklist below.

- ✓ Ask every customer for the sale.
- ✓ Display winning tickets on a winners' wall near lottery games.
- ✓ Cash all tickets up to and including \$500 with a smile, regardless of where the ticket was purchased.
- ✓ Display new lottery games as soon as they arrive.



Bipin Patel and Sunny Patel implemented simple techniques to increase lottery sales at Quick Food Mart in Orangeburg.

- ✓ Attach "NEW" stickers so these games are easily identified
- ✓ Congratulate winners.
- ✓ Call regular customers by name.
- ✓ Relocate play station to the front for customer convenience.
- ✓ Have every slot in the ticket dispenser filled.
- ✓ Provide Fast and Friendly Service.

### SALES TIP TO TRY

*"As each person is a potential sale, I always ask everyone. If they say 'no,' I'll ask them if they can try just one."*

- Sunny Patel  
Owner of Quick Food Mart



**Quick Store in Orangeburg** made big news selling a \$1 MILLION winning Carolina Millionaires Club instant ticket. The retailer received a \$10,000 selling bonus. Way to go Quick Store!



Lynn Thompson, Head Bookkeeper at **Bi-Lo #195 in Greenville**, is excited about the store's big winner. The location sold a Bonus Word Crossword ticket for \$75,000!



Jimmy and Falguni Patel from **Lebanon Mart in Winnsboro** celebrated selling a \$20,000 winning Mint Money ticket. The pair shows off the vendor's poster.