

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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TO: Maryland Lottery and Gaming Control Commission
Gordon Medenica, Director

FROM: John Martin, Managing Director and Chief Revenue Officer

DIVISION: Sales

DATE: March 15, 2016

SUBJECT: Report for the March 2016 Commission Meeting

Following is a status update of ongoing and special projects in the Sales Division.

1) Sales

Instant sales in February saved the month. Powerball was down 60% (\$500 million jackpot last year) and Mega Millions was off 22% compared to last year.

	Draw	Instants	Total
State	-6.41%	18.40%	1.11%
Independent	-2.15%	15.91%	2.74%
Corporate	-24.84%	24.08%	-4.58%

- Sales Management
 - Sales continues to support all inventory management initiatives by recovering identified instant scratch-off games from retailers' inventory.
 - Began the bi-annual XCAP audit of over 300+ retailers by requesting an application renewal, re-fingerprinting owners and giving the retailers an overview of the program's requirements for membership.
 - Working with the Claims department to develop procedures to handle the timely submission of claim forms from XCAP retailers.
 - Preparing for seasonal installations with eastern shore retailers.
- Training
 - Continue working with sales staff to instruct them on the Workday System in preparation to migrate to new time reporting application in April.
- Events
 - Supported the Communication's department in March at two selling events: Cosmic Cocktail Party and the Maryland Home and Garden Show.

2) Corporate Sales

The first two Corporate Business reviews will be Friday, March 25th with High's (Carroll Fuels) and Thursday, March 31st at Dash In in Waldorf.

Additional meetings will be scheduled between now and the end of April with the intent to conduct between 12-15 Annual Business Reviews (ABR) in that time frame.

3) Retail Recruitment

Working on making a few updates to the website to create a more efficient and user friendly experience for interested retailers. Agent Administration will continue to accept the old application package during the transition.

- Zina Howard, Business Development Manager, was trained on the prospecting component of OnePlace, our Sales Force Automation system.
- Next steps –
 - Work with SGI to finalize retailer recruitment collateral piece.
 - Evaluate and prioritize the many leads sent over from the Sales Division.
 - Train SGI Marketing Reps on the required paperwork for a completed new application package.
 - Provide leads to SGI Marketing Reps for follow up to assist recruitment efforts.
- Current application statistics entered into OnePlace since January 1st, 2016:
 - 101 total prospect profiles at various stages of the approval process.
 - 5 new Lottery retailers installed and operating.

4) Analysis & Reporting

This month the Analysis & Reporting Department has been working alongside the Corporate Account Managers to compile data for the Annual Business Reviews (ABR) for our top Corporate Accounts. We have revamped how we are presenting information to our corporate partners to include the latest data from IGT's Retail Market Insights (RMI). The goal of the presentations are to review the past year's performance and identify actionable steps for growth while setting goals for the upcoming year.