



Alan Keyes

CHERRY GROVE TOBACCO OUTLET Retailer Dresses Up Location With “Lotto” Signage

By Robin Schafer, Coastal MSR

Alan Keyes dreamed of owning a tobacco store when he retired. He moved to Cherry Grove three years ago after 23 years of service in the Navy Reserve and opened **Cherry Grove Tobacco Outlet**.

He began offering lottery tickets as a means of expanding his business. His plan worked due to a little creative thinking on his part. He added customized outdoor signage to promote the Lottery. At Keyes’ own expense, he purchased two new lottery signs, one for the front of the store and another larger standalone sign out from the store. Both signs read “Lotto” and are hard to miss.

After the signs were installed, the increase he saw in lottery sales was dramatic, over \$11,000 when quarterly sales were compared.

The biggest increase was seen in his scratch-off ticket sales. What helped him there was going from a 24 instant ticket display to an eventual 60 tickets as sales grew. He kept his selling slots full and his tickets visible.

Keyes discovered that if he carried two rows of the same \$10 ticket, many of his customer who shopped at multiple

stores would buy two tickets from him instead of going to another store to shop.

He learned the more he knew about the games and the more personable and helpful he was, the better his sales were.

Keyes isn’t satisfied yet. He is still thinking up new ways to improve sales.



Smooth Selling

Adding two NEW “Lotto” signs at Cherry Grove Tobacco Outlet grew customers and sales.