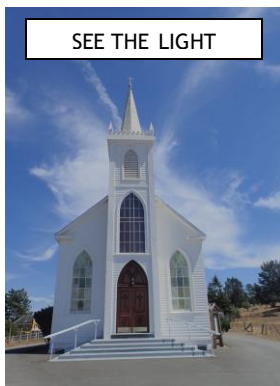


# BetDick: Staff training manual

Learning Unit 1  
Types of customer

Trainer  
Vernon Dick (VD)



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## Upcoming day courses

- ◆ New roulette games
- ◆ Even newer roulette games
- ◆ Self defense for shop staff

## Types of customer

After only two days with BetDick we expect all staff to be able to identify and categorise all our customers.

Do not forget that all customers may move around the following categories as no gamblers can be trusted, so be on your guard at all times.

### 1. Responsible gamblers

There are very few of these, perhaps about 2-3%. It's vital we identify them early and do everything we can to stop them gambling with us. Our licence allows us to trade with who we like and we do not want this bunch of gits. They are known to study form, time ratings and may even have 'inside' information. Missing this type of customer for any length of time is a dismissible offence.

### 2. 'Fun' punters

These are good customers who make up around 90% of our business. However, if they only bet on sports and in small amounts do not waste money on refreshments for them.

If anyone ever asks you about our customers, these are the ones to mention. They are just having a laugh. Don't mention that they are more than likely to give us a fair amount of their

'hard earned' over time.

**Special note:** Watch for the odd one entering **Category 1. Responsible gamblers** and get rid of them immediately.

### 3. Problem gamblers

Despite all the rhetoric, if you work in shop, this is the type of customer you buy food for, ply with coffee and chase down the road. It is estimated that around 50% of our profits come from this type of customer, so a nice 'finger buffet' would seem appropriate.

If they gamble online, don't forget to bombard them with emails, especially offers concerning our casino where profits are guaranteed.

It's vital that all our emails carry all the warnings recommended by the SENET group campaigns. We are not members, but it is a good idea to make it look like we care.

**Special notes:** Any warnings should be in small print and at the end of emails; in the hope they never get read. Never forget, problem gambling is the person's fault not ours.

## Dear New staff

I do hope I become known to you as Uncle Vernon as we get to know each other during your induction period.

There are loads of opportunities with BetDick and for those of you who do not do well initially, thus missing out on bonuses, we have a staff loan scheme that is slightly cheaper than pay day

loans: 'BetDick always caring'.

Please do note that this training manual should be used when you finish your late shifts, not in our time.

**ps: Anyone caught referring to me as Uncle VD will be dismissed.**