

SELLING points

June 2014 Vol. 14, No. 12

LOTTERY RETAILER NEWSLETTER

SMILE

MOTIVATION

**TRY
ONE**

**ASK
FOR THE
SALE**

QUESTION

**HAVE YOU
PLAYED
TODAY?**

\$

Dear Lottery Retailers:

Happy Summer, retailers! You do an amazing job greeting customers as they come through your door, and we are very appreciative. But we are all guilty at times of saying “Hello” and then nothing more. When you can, do take a moment to chat with your customers. I think you’ll be pleased with the results, especially when it comes to your lottery sales.

Lottery tickets are often impulse purchases. When you ask a customer if they would like to try a lottery ticket, many will. Others will decline your offer, but please don’t let a fear of rejection deter you from calling a customer’s attention to a new game or a jackpot amount.

Getting to know your customers better will make it easier. You can start by asking them how their day has been or what they’ve been up to. This will lay the groundwork to sell them a lottery ticket.

After a few conversations you’ll get more comfortable and confident asking for the sale. Summer is a great time to start! The gorgeous weather has everyone in a positive mood, not to mention vacationers are here to enjoy our beautiful state and will find it novel to play our games. So give asking for the sale a try and, please, let me know how it goes.

As always, thank your customers for playing. And thank YOU for your partnership with the Education Lottery. Together we make a meaningful difference.

All my best,

Paula Harper Bethea

Executive Director

If you would like to speak with Paula Harper Bethea, contact Hollie Armstrong at 803-737-4419.

SELLING points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to lead time for printing and delivery of this newsletter, certain information may not necessarily be the finalized product or version. If you have an idea for an article or questions about this publication, please call 803-737-4419.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)

Winning Numbers Line: 1-803-734-4966 (IWON)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

Ad Space: 1-803-737-4419 (8:30 a.m. to 5 p.m.)

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



MITAL & KAMLESH PATEL

FEATURED RETAILER

Quick Pantry 21

By Michael Coleman, Midlands MSR

“Welcome to Quick Pantry!” is the greeting customers get at **Quick Pantry 21** in **Orangeburg**. Owners Kamlesh and Mital Patel take great pride in establishing themselves as one of the top lottery retailers in the state. Orangeburg, which features over 20 percent of SC’s top 50 lottery retailers, is a competitive market. Being number one means a lot to the stores in this area.

Like most great retailers, Quick Pantry 21 provides excellent customer service, updates jackpot signs, keeps dispensers full, displays required signage, and ASKS FOR THE SALE. What sets them apart from the rest is that Kamlesh and Mital understand their player base.

In a state as diverse as SC, being able to understand what customers like and play is important in creating a lasting business. Kamlesh believes that his lottery customers are his most loyal customers, so getting to know and rewarding their loyalty is key. That’s why Quick Pantry 21 has second-chance promotions often, so customers know their business is appreciated.

Quick Pantry’s exceptional best practices serve as examples other stores can follow to make their locations more appealing to lottery customers. Kamlesh and Mital along with their staff should be complimented for the great work they do which in turn rewards the students of South Carolina!



Aviation Exxon, N. Charleston – Patty & Satya
QuikTrip #1057, Clover – Jeff & Allen
Quik C Food Mart #105, Chester – Angie

SMILE

ASK FOR THE SALE

QUESTION

HAVE YOU PLAYED TODAY?

MOTIVATION

TRY ONE

If you've been waiting for the one piece of advice that's failsafe and works every time to increase lottery sales, listen up. Simply, **ASK FOR THE SALE.**

Asking for the sale puts you in control, gets results and can be a lot of fun!

Becky Zackaroff at **Times Turn Around #10** in **Fort Mill** is a believer. She started asking for the sale on the FAN-tastic! ticket and ended up winning a VIP trip package to Darlington for the Bojangles Southern 500 in the ASK FOR THE SALE retailer incentive.

In one month's time, her store posted the area's highest sales for the FAN-tastic! game to win the prize that included tickets to the weekend's races, VIP access, meals, and the Richard Petty Driving Experience ride along for three high speed laps riding shotgun in a NASCAR race car.

"I couldn't believe it," she said. "We actually sold more of those tickets than anyone else around here."

She did it by consciously ASKING FOR THE SALE.

Zackaroff and her husband had a wonderful time at Darlington and wanted to share with other retailers how impressed they were with the trip and how well they were taken care of. She also wanted to thank her lottery sales representative for explaining the retailer incentive and how she could win by asking customers to try the FAN-tastic! ticket.

"Winning this trip shows that hard work does pay off," she said.

So ASK FOR THE SALE—it's a win win!



SPEAK UP: Clerks Debbie Moore (left) and Ashley Mina (right) told lottery winners' wives their husbands won \$200,000!

CREATE WINNING MOMENTS

Your voice, customer service, and marketing savvy creates winning moments for players that you'll never forget.

Huy Pham recommended a ticket to a regular, and the player won \$200,000 earning **H & H Mart in Rock Hill** a \$2,000 commission once the ticket was claimed.

"It was a feel good moment," said Pham, who shared the good news with his customers, so they'll know where to buy their next ticket.

An Irmo man called his wife from the **Pitt Stop #37** in **Lexington** to tell her he won. She wouldn't take his word for it and asked to speak to the clerk.

"Please," he begged Ashley Mina. "Tell my wife I won."

Mina took the phone and assured the wife the win was real.

"As soon as I told her, she started screaming," said Mina. "They were both screaming."

Mina had 15 minutes left on her shift when she sold the ticket, but she stayed late to make sure her customer signed the ticket and calmed down.

A Gray Court winner let the clerk tell his wife too.

Debbie Moore was working the morning shift at the **Sav-Way #209** on Hwy. 76 W. in **Hickory Tavern** when she sold a \$200,000 winner.

The winner called his wife to the store, and Moore took her aside and quietly told her the good news.

"We hugged each other and cried," said Moore.

All three winners are still buying tickets from these retailers, proof your efforts do create lasting relationships.

WAYS TO ASK FOR THE SALE

STRAIGHT FORWARD

Would you like a lottery ticket today?

SPARE CHANGE

Do you want to try a \$1 lottery ticket with your dollar change?

INFORMATIVE

The Mega Millions® jackpot is over \$200 million. Would you like to take a ticket home?

PROMOTE WINNERS

We had a big lottery winner on this ticket the other day. Do you want to try your luck?

MAKE A SUGGESTION

Want to try the Heritage ticket with a second-chance to win a trip to Hilton Head Island?

GO FOR THE BUNDLE

Want a Powerball® ticket to go with your drink and chips? The jackpot's over \$300 million.

SIGN SAYS IT

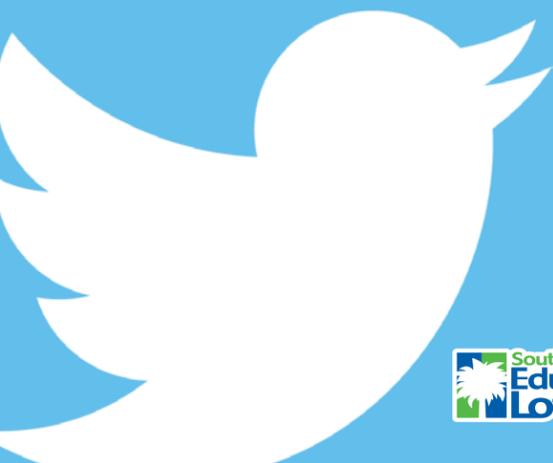
Did you notice our sign? We sold a \$200,000 winning lottery ticket!

PLAY ON LOYALTY

You play Powerball® but did you know the Mega Millions® jackpot is higher?

Follow Us
on twitter

@SCLOTTERY



Closings

July:

Friday, July 4, 2014: SCEL offices will be closed to observe the July Fourth Holiday. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Friday, July 4. Tickets must be ordered by 5 p.m. on Wednesday, July 2, for delivery on Thursday, July 3. Tickets ordered by 5 p.m. on Thursday, July 3, will be delivered on Monday, July 7. Drawings will be held as scheduled.



LOTTERY PLAYER SNAGS A BARRACUDA WITH GUY HARVEY

Mailoyn Davis is home after, in his words, "an awesome trip" to Grand Cayman compliments of the South Carolina Education Lottery's Guy Harvey ticket.

The Lottery caught up with the Hartsville resident back at work on his construction job where he was helping to finish up a Habitat for Humanity house.

Time spent 1,000 miles away on the beach and snorkeling during his stay at the oceanfront Ritz Carlton at Grand Cayman seems to have agreed with Davis.

"I thought I saw Nemo down there," he joked.

He's eager to return to the island paradise, and who could blame him. The average temperature this time of year is the upper 80s and the water's just as warm.

Davis won the vacation in the Guy Harvey second-chance drawing that drew more than 63,000 entries.

"I was lucky to have won it," he said. "I will never forget it."

The highlight of the trip was a deep sea fishing expedition with the renowned conservationist and adventurer Guy Harvey.

"He was a cool guy," said Davis. "He made me feel like I was the famous one."

Davis was a little nervous about meeting Dr. Harvey, who beforehand he only knew from his popular t-shirt designs of fish.

"I didn't know about all of the conservation work he's done, but when I won, I went online and read about him and all of the amazing foundations he supports. I was impressed," said Davis.

Davis had fished before, on a lake, but being strapped into a seat in the middle of the ocean was an adjustment. He caught on quick, nabbing a barracuda with the photos to prove it.

"I can hardly wait to make it back to the island. I've been inspired to learn more about the many foundations and hopefully explore a field in the marine world...For now I'm stateside and planning my next trip or a life suited for living in the Caymans! Thanks a bunch for all your efforts and hospitality and the hard work put in to make this a memory I'll never forget!"

- MAILOYN DAVIS
FISHING TRIP WITH
GUY HARVEY WINNER



Entry Deadline

Tuesday, June 10

Drawing

Tuesday, June 17



WINNERS



\$2,600
Pick 4
Brenda Thomas – Sumter
Porters Store Inc. – Sumter



\$20,000
Lucky Shamrock
Karen & Teri – Surfside Beach
Kangaroo Express #792 – Surfside Beach



\$600
Pick 4
Lisa Stewart – Charleston
West Ashley Exxon – Charleston



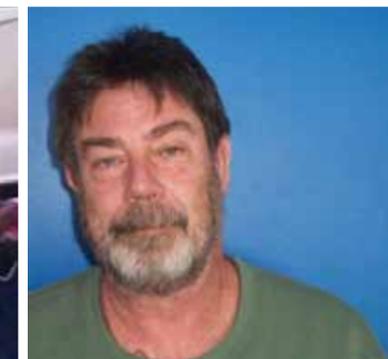
\$1,000
Serious Jack
Michael DeCarlo – Aynor
Kangaroo Express #3228 – Conway



\$1,000
EZ Grand
Cynthia Abney – Warrenville
Balls Food Mart – Warrenville



Darlington Trip
FAN-tastic! Promotion
David Long – Charleston



\$1,000
FAN-tastic!
David Tosh – Summerville
Hess Express #40372 – Summerville



\$1 MILLION
Money Money Millionaire
Second-Chance Promotion
Crystal Kendrick – Irmo

UPCOMING games

Games scheduled to launch
Tuesday, June 3:



Games scheduled to launch
Tuesday, June 24:



Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

TICKET alerts*

Tuesday, June 3: Last day to redeem Money Money Millionaire (#587), FAN-tastic! (#596), Heat Wave (#620) and Cool Turquoise 7s (#621).

Friday, June 6: Last day to return King's Ransom (#610), Cash Reserve (#624), The Power of 37 (#632) and Rockin' 9's (#635).

Wednesday, June 11: Last day to sell Giant Jumbo Bucks (#593) and Elegant Riches (#637).

Tuesday, June 17: Last day to redeem Lucky Diamonds (#603).

Wednesday, June 18: Last day to sell Cash Spectacular (#669).

Wednesday, June 25: Last day to sell Payoff (#630) and Monopoly (#651).

Friday, June 27: Last day to return Honda (#642) and Red Hot Ticket (#664).

ENDING games*

Start selling down the following:

SC-593 Giant Jumbo Bucks
SC-637 Elegant Riches

Last day to sell:
Wednesday, June 11, 2014

Last day to return:
Friday, July 11, 2014

Last day to redeem:
Tuesday, September 9, 2014

SC-669 Cash Spectacular

Last day to sell:
Wednesday, June 18, 2014

Last day to return:
Friday, July 18, 2014

Last day to redeem:
Tuesday, September 16, 2014

SC-630 Payoff
SC-651 Monopoly

Last day to sell:
Wednesday, June 25, 2014

Last day to return:
Friday, July 25, 2014

Last day to redeem:
Tuesday, September 23, 2014

* Watch for UPDATES to ending dates sent via your lottery terminal.

Ending game dates are current as of Wednesday, April 30, 2014.