

SELLING Points

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sceducationlottery.com



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18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

 South Carolina
Education
Lottery®

P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

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.

Stay Current & Profitable, Update Your Jackpot Signs

You'll recall in February, Powerball® got a needed boost when the jackpot surged to \$500 million. If your store didn't see a jump in ticket sales then keep reading.



The best piece of advice we can give you to drive sales is to update your jackpot signs. It's simple to do.

Update your jackpot signs first thing in the morning with the correct amounts after both Powerball® and Mega Millions® draws. Customers can spot your signs from the pumps and decide to come inside to play. Don't miss out on sales because you neglected to update a sign.

The **Bi-Lo #5800** store in **St. George** takes this responsibility seriously. With a label maker, employees of the store made a reminder sticker to go on the top of the terminal. The sticker reads: "Update Jackpot Signs Every Wed/ Thur/ Sat/ Sun Morning." Feel free to borrow this idea.

Many retailers are using their outdoor signs (see below) to advertise jackpot amounts and winners to spur sales.

Jackie Postons Inc. in **Florence** has both the Powerball® and Mega Millions® jackpot amounts displayed on their customized, outdoor roadside sign. Drivers can view the price of gas, cigarettes and the advertised jackpots as they pass by and decide if they want to stop in.

If you have an outdoor marquee like the **Williamston Curb Market**, here's an idea worth considering: One side of their marquee advertises the Powerball® jackpot and the other side is reserved for Mega Millions®.

For a digital display, check out what **One Smart Stop Inc.** in **Rock Hill**, a Mobil station, is doing.

And if your store is lucky enough to sell a winning ticket like **Garden Spot #4** in **Taylors** and **Li'l Cricket #3882** did then you'll want to tell your customers about it. What better spot than on your outdoor sign?

Updating your jackpot signs in combination with excellent customer service will take you even farther.

Mention the posted jackpot amounts to customers and your enthusiasm will result in sales, possibly someone's first ticket purchase. Invest the time in explaining to first-time players how the games are played. They will repay you with future business. And suggest other games like new scratch-offs or Lucky for Life to customers that are already buying tickets for jackpot drawings.

While there's no crystal ball to predict the next big jackpot run, you can be prepared to capitalize and implement habits to sustain ticket sales when jackpots are lower. And be sure to let us know how we can help.

WINDOW SHOPPING

Get them on the way in. Judging by what's in the window, customers approaching the door at **Happy Spirits** in **Chester** know they'll find lottery tickets for sale inside.



PUMP IT UP

Get them at the pump. Pull in for a fill up at **S-Mart 117** in **Columbia** and while you wait, a "Play Here" sign might be all the motivation you need to run inside and try your luck on a lottery ticket.



PLAY HERE

Get them driving by. **Cherry Grove Tobacco Outlet's** "Play Here" curb sign is front and center at the N. Myrtle Beach location. Make sure your sign is visible to passersby.



Contact Information

- Ticket Orders:** 1-866-737-7235 (Option 1)
- Stolen/Missing Tickets:** 1-866-269-5668
- Intralot Help Desk:** 1-877-500-5202
- Customer Information:** 1-866-736-9819
- Winning Numbers Line:** 1-803-734-4966 (IWON)
- Licensing Information:** 1-866-737-7235 (Option 4)
- Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly!
www.PlayResponsiblySC.com



Explore the Outdoors!

See anything you'd like to try? Check out how these retailers are advertising Powerball® and Mega Millions® at their store.

Your outdoor sign could provide you with a great opportunity to get customers paying at the pump to come inside your store to play the Lottery.

SPOTLIGHT

Woodland Grocery

By Thad Strom, Upstate MSR

When it comes to utilizing store space, Tony Hear is an expert.

Woodland Grocery in upstate **York** carries a variety of products, from snacks and beverages to groceries, fishing supplies, gasoline, delicious home-cooked meals, and, of course, lottery tickets, which are an integral part of his business. A great believer in education, Hear has partnered with the Lottery for nearly 10 years.

Hear wanted to increase his lottery sales, so he figured out a way to offer players more choices without sacrificing additional counter space. How? If you can't put tickets on the counter, put them over the counter! Hear believes in making the most of every square foot in his store, as evidenced by the unique ticket display he constructed for his \$10 and \$5 tickets.



Pictured from left to right: Mary and Tony Hear of Woodland Grocery in York freed up some counter space by looking up & building overhead ticket displays.

The display (shown above) is constructed of sturdy metal and wood framing, specifically for holding four game dispenser units. It fits perfectly over the warming counter, where customers can look over the ticket options while waiting for their meal – time and space management at its best!

Hear literally thinks outside the box!

New Games

Scheduled to launch Tues., May 5:



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

TICKET Alerts

LAST DAY TO SELL

Wed., May 27: Big Deal (#694), Double Your Money (#707), Money on the Spot (#712), Mustache Cash (#716), The Reindeer Games (#722) & Diamonds and Pearls (#729)

LAST DAY TO RETURN

Fri., May 1: Break the Bank (#702) & Happy Holidays (#723)
Fri., May 8: Aces and 8s (#684), Black Diamond Riches (#698), Tic Tac Oh! (#706) & Lady Luck (#711)
Fri., May 22: Two Hundred Grand Cash (#713)
Fri., May 29: Kings of Cash (#668), Cash Whirlwind (#674), Joker Mania (#695) & Carolina Panthers Big Win! (#709)

LAST DAY TO REDEEM

Tues., May 12: \$1,000,000 Fortune (#700)
Tues., May 19: The Lucky Spot (#683), Crazy Cash (#696) & More Cash! (#697)

- Dates Current as of 4/1/2015

HOLIDAY CLOSING: Monday, May 25 – SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 22 will be delivered on Tues., May 26.