sceducationlottery.com

SELLING points

MONTHLY RETAILER NEWSLETTER

December 2012 Vol. 13, No. 6

HAVE A GAME PLAN

South Carolina Education Lottery®

Dear Lottery Retailers:

Happy Holiday Season, SCEL Retailers!! Wow! Suddenly it's December, the year is hastening to a close and, looking back, we have accomplished SO MUCH together in 2012! The stats tell the story: The Education Lottery celebrated our 10th Anniversary, fiscal year 2011-12 sales totaled more than $1.14 billion, and what's most important, in FY12, more than $297 million was transferred to the Education Lottery Account for the citizens of South Carolina. As the New Year approaches, and with your help, we hope to duplicate, if not surpass, these notable accomplishments. We are well on track for another great year!

There is a reason we continue to reach our Lottery Goals: Best Practices. A "best practice" is a method or technique that consistently brings positive results. Here at SCEL, each department – from Finance and Legal to Human Resources and Security – uses Best Practices. That's why we strongly encourage you, our Retailers, to also use Best Practices that are tailored to the business of selling lottery products. Try these beginning tomorrow:

- Welcome your regular customers by name.
- Ask for the sale – a great way to attract new players.
- Draw interest by working with your MSR to hold promotions at your location.
- Maintain a well-stocked and orderly ticket display case - it is one of your best sales tools.
- Be sure your play station is clean, neat and full of supplies.
- Up-date your jackpot displays the minute the jackpot rolls.
- Tell the world when you have a winner! Display winners' photos and winning tickets.
- Always, always, always cash winning tickets up to and including $500.

If you want to maximize lottery sales at your location, start incorporating these Best Practices into your daily routine. I believe you will be glad you did!

I wish you and those you love a very special holiday season and a joyous and prosperous New Year!

All my best,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

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 SCEL 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: 1-803-737-2037 (8:30 a.m to 5 p.m.)

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

Please Play Responsibly! www.PlayResponsiblySC.com

South Carolina Education Lottery®

Hal Crenshaw of Crenshaw Oil has been a valued lottery retailer since the Lottery started. We applaud him and his organization for their ongoing commitment to giving back to the community.

Crenco Food Stores (Crenshaw Oil)

SUCCESS STORY

By John Erby, Midlands MSR

Thank you, **Crenshaw Oil**, for 10 years of support to SCEL and its commitment to education. **Crenco Food Stores** is a dedicated retailer continually providing winning opportunities and experiences for its players in **York, Chester and Lancaster counties**. The organizations' attention to detail is demonstrated in many ways, but none are more impressive than its standardized instant ticket tracking/management system. Owner Hal Crenshaw places a premium on customer service. Their sales staff is expected to be polite and friendly, and they all understand the power of asking for the sale. Now that's a winning combination!

Crenshaw Oil hosts an annual golf tournament in Lancaster for the non-profit Lancaster County Partners For Youth. Its mission is to provide exceptional opportunities to enrich and elevate public education for youth in the area. All proceeds benefit the Partners For Youth Scholarship Program. In recent years, the Lottery has conducted promotions in Crenco's Lancaster County stores during the week of the tournament. These promotions not only support Partners For Youth but support the mission of SCEL.

Thank you, Crenshaw Oil, for all you do to improve education in this great state. Your efforts are appreciated and applauded.

Saylors One Stop in **Anderson** sold a Diamond Millionaire ticket worth $1 MILLION. Owner Olin Saylors is thrilled.

Sonny and Shital Patel of **Omnaa LLC** in **Sumter** are all smiles after selling a winning ticket worth $75,000.

Edwin and Rachel at **Turtle Market** in **Myrtle Beach** show off posters for selling two top prize winning scratch-offs.

TIGHT COVERAGE

Staff at **Breakers #18** in **Greenville** fill the gaps by keeping their ticket dispenser fully stocked. Sounds simple, but this go-to play never fails.

DRAW PLAY

Robert's Express in **Newberry** drew from non-winning entries received from players to award a pack of instant tickets. Try offering your own promotion for lottery players!

RALLY CRY

Saylors One Stop in **Anderson** is "Where Winners Play and Players Win!" The location sold a $1 MILLION winning ticket and advertised the win on their outdoor sign. The slogan attracted attention and increased lottery sales.

Your Playbook

To win in business, you must have a game plan. You also have to believe in the plan and work as a team to execute your playbook. At the South Carolina Education Lottery, we can provide you with proven, yet simple, winning strategies to boost your lottery sales and confidence.

These X's and O's worked for the following retailers and will work for you.

FIND A SEAM

Speedy Express in **Walterboro** has covered its wall with winning tickets. Let your customers know your location is a lucky spot. Post winning tickets to advertise your willingness to cash tickets.

PLAY ACTION

VGO Mart 2 in **Greenville** made the call to give away a new flat screen TV to a lottery player, and it was a winning move. The promotion attracted new players and brought smiles to the faces of existing players.

SUCCESS STORY

Do what you do best

With the holidays fast approaching, Bells in Greenville will be ringing with lottery sales. Owners Atul and Bela Patel didn't become a top retail location by accident. Providing top notch **CUSTOMER SERVICE** and friendly **SMILES** made them a success story.

Part of customer service is **KEEPING TICKET DISPENSERS FULL.** "Our customers appreciate that they can find the tickets they want to play. Customer satisfaction equals repeat business, and repeat business is good. Real good!" said Atul.

GIVING BACK and **HAVING FUN** is also important. At a recent Customer Appreciation Event, Bells drew one lucky customer's name for a $300 pack of instant tickets and many other customers received certificates for free gas and goodie bags.

A surefire way to increase sales: **PROMOTE WINNERS.** Bela shared, "We always post our winner awareness certificates. Customers enjoy seeing that we've had many winners and they get excited. When customers win, we win. And really, education wins."

Last year, Bells sold a $200,000 winning ticket to a regular player and a few years back sold one for $50,000. They tell their customers about selling these tickets and use the opportunity to **ASK FOR THE SALE**.

Take a page from Bells' playbook in 2013. You'll win and so will your customers.

- Jay Caldwell, Upstate MSR, contributed on this story.

Retailer Rallies in December

Retailer Rallies are being held in Charleston and Walterboro this month. On December 4, we will be at the Embassy Suites in North Charleston. The following day, the Lottery will be at the S.C. National Guard Armory in Walterboro. We look forward to seeing you!

Muscle Car Money™ Drawing

The Muscle Car Money™ final drawing is planned for Thursday January 24, 2013. Entries must be received by Thursday, January 17, 2013.

Holiday Closings

DECEMBER:

Mon., Tues., and Wed., Dec. 24, 25, and 26: SCEL will be closed to observe the Christmas Eve, Christmas Day, and Day After Christmas holidays. No midday drawings will be held on Christmas Day. The Tuesday evening Pick 3, Pick 4, Palmetto Cash 5, and Mega Million® drawings will be held Christmas night. Tickets must be ordered **BEFORE 5 p.m.** on **Thurs., Dec. 20**, for delivery on **Fri., Dec. 21**. Tickets ordered before 5 p.m. on **Fri., Dec. 21**, will be delivered on **Thurs., Dec. 27**. STOCK UP EARLY for the holidays.

Thurs., Dec. 27: SCEL will be OPEN. Tickets must be ordered **BEFORE 5 p.m.** for delivery on the next business day.

Fri., Dec. 28: SCEL will be OPEN, but our delivery partner will be closed on Mon., Dec. 31 and Tues., Jan. 1. Tickets ordered **BEFORE 5 p.m.**, on **Fri., Dec. 28**, will be delivered on **Wed., Jan. 2, 2013**. STOCK UP EARLY for the holidays.

Mon., Dec. 31: SCEL will be OPEN on Mon., Dec. 31, but our delivery partner will be closed on Mon., Dec. 31 and Tues., Jan. 1. Tickets ordered on **Mon., Dec. 31**, will be delivered on **Thurs., Jan. 3, 2013**. Drawings will be held as scheduled.

JANUARY:

Tues., Jan. 1, 2013: SCEL will be OPEN on Tues., Jan. 1, 2013. (New Year's Day) Tickets ordered on **Tues., Jan. 1**, will be delivered on **Thurs., Jan. 3, 2013**. Drawings will be held as scheduled. **For delivery before New Year's: Order by 5 p.m. on Thursday, December 27, 2012.**

Wheel of Fortune® Second-Chance Drawing Grand Prize winner Michael Reese with his son to his left and wife, Teresa, on his right.

Winner Surprises Family With $100,000

By Holli Armstrong, Copywriter

Michael Reese surprised his wife, Teresa, in the lobby of the Lottery's Claims Center with the news he won $100,000 in the final drawing for the Wheel of Fortune® Second-Chance Promotion.

Their son captured the moment on cell phone video, and his mom's reaction is one their friends and family on Facebook will watch over and over again.

In the video Michael calls Teresa over to the Lottery's window to hear he won $100,000 for the first time. She freezes for an instant before her eyes fill with tears. With her hand covering her mouth she keeps asking, "What?"

"I can't believe you didn't tell me," she says once the camera stops rolling.

"Does your mother know?" she asks.

Michael hadn't told a soul. He had only known for a few hours.

The family returned home from a cruise to find a certified letter from the Lottery was being held at the post office. Michael told his wife he thought he won a trip. At 6:45 the next morning, he read an email from the Lottery saying he won the cash. That's when he decided to surprise his wife.

He got her again when she heard his plans for the winnings.

"We've been married 11 years, and this prize will make a nice down payment on a house for us," he said. He also wants to take her to see one son in the Army, soon-to-be stationed in Colorado, and their other son in the Coast Guard and stationed in Alaska.

Tears filled her eyes yet again.

"You are going to make me cry," said the winner.

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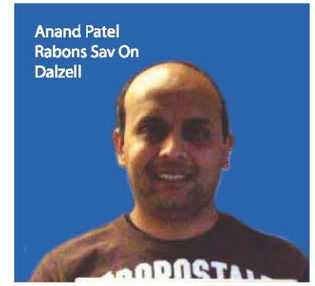
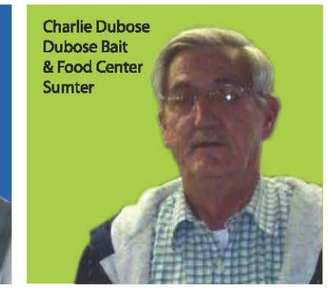


Anand Patel
Rabons Sav On
Dalzell

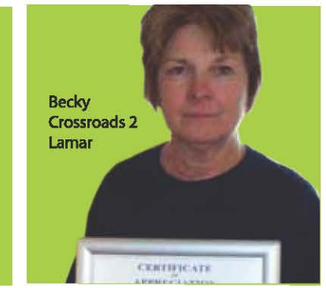
Gerald Foster
The Fishing Hole
Seneca

Moe Hughes
Minute Mart #2
Central

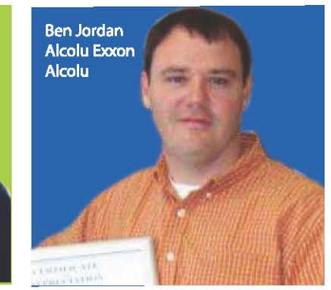


Charlie Dubose
Dubose Bait
& Food Center
Sumter

Celebrating 10 Years
and more than $2.8 Billion for South Carolina's Students!
South Carolina Education Lottery



Becky
Crossroads 2
Lamar

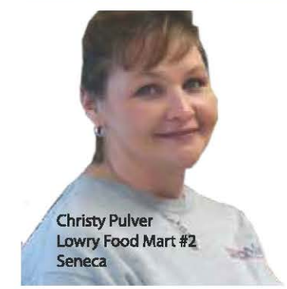


Ben Jordan
Alcolu Exxon
Alcolu

Zack Hellard
Minute Mart #2
Central

Tex and Nisha Patel
Texs Grocery
Darlington

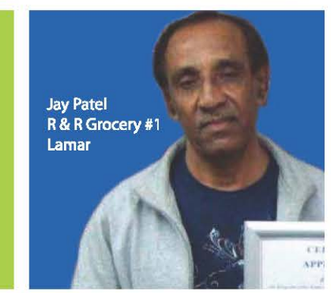
Kamal Barakat
Roadrunner
Mini Mart
Seneca



Christy Pulver
Lowry Food Mart #2
Seneca

Geri Bryant
Lowry Food Mart #2
Seneca

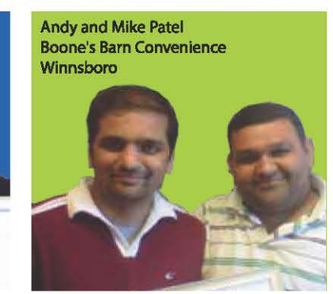
2002-2012



Jay Patel
R & R Grocery #1
Lamar

Samuel Franklin
Franklin's Store Inc.
Dalzell

Kimberly
Dubose Bait
& Food Center
Sumter



Andy and Mike Patel
Boone's Barn Convenience
Winnsboro

With us from the start. Celebrating 10 Years.

UPCOMING games

The following games are scheduled to launch Tuesday, December 4:

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

ENDING games*

Please start selling down the following:

SC-516 Lucky in Love
SC-522 Beginner's Luck
SC-526 Money Bags
SC-551 Scorchin' Hot 5's

Last day to sell:
Wednesday, December 12, 2012

Last day to return:
Friday, January 11, 2013

Last day to redeem:
Tuesday, March 12, 2013

SC-555 Super Cash

Last day to sell:
Wednesday, December 26, 2012

Last day to return:
Friday, January 25, 2013

Last day to redeem:
Tuesday, March 26, 2013

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

TICKET alerts*

Tuesday, December 4, 2012: Last day to redeem Fantastic 5's (#528) and Pyramid Riches (#534).

Tuesday, December 11, 2012: Last day to redeem Money Comb (#525).

Wednesday, December 12, 2012: Last day to sell Lucky in Love (#516), Beginner's Luck (#522), Money Bags (#526) and Scorchin' Hot 5's (#551).

Friday, December 14, 2012: Last day to return Carolina Riches 9th Edition (#506).

Tuesday, December 18, 2012: Last day to redeem Spicy Hot Cash (#532).

Friday, December 21, 2012: Last day to return Muscle Car Money™ (#537), $200,000 Hot Streak (#540) and Go for the Gold (#544).

Wednesday, December 26, 2012: Last day to sell Super Cash (#555).

Ending game dates are current as of Thursday, October 25, 2012.

South Carolina Education Lottery
P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

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.