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Selling points

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SELLING Points

LOTTERY RETAILER NEWSLETTER | May 2016 Vol. 16, No. 11

sceducationlottery.com



Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

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.

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



Sign Up for These Outdoor Advertising Ideas

Padi Reddy doesn't want you to forget his store sold a \$35 million jackpot-winning Powerball® ticket.

So he had an idea.

To the left of the front door at the **Raceway #6747** on Charleston Hwy. in **West Columbia** is an announcement posted on the glass.

In large, bright green letters it reads: "Play Lottery here to become a future millionaire! We sold a \$35 million winner here!!!"

Reddy designed the sign himself and had it installed seven months ago. And he says the cost was minimal, less than \$100.

"I did it to drive sales and motivate customers," Reddy said. "I want to hear, 'Let me try a ticket.'"

After selling the \$35 million Powerball® jackpot-winning ticket back in 2008, lottery sales exploded at the Raceway.

For the first time the store sold more than \$1 million in tickets in a year and for three years running was the top selling retailer in Lexington County. But as memories of the win faded, sales plateaued.

But since the new sign went up, customers are once again interested in Powerball® and trying their luck.

Reddy says the reaction he's heard the most from customers reading the sign is "Oh, WOW!"

So he's gone ahead and incorporated a similar, but smaller, window sign at Zoomz in Lexington, a store he owns that sold a \$20,000 winning ticket.

Many of you are finding creative ways to promote the Lottery's jackpot games by using your outdoor displays and store fronts. Some terrific examples are found in this issue.

For those of you looking to try something different, consider what others have found to work and give it a try. And if you need help coming up with an idea, your lottery sales representative is a great place to start.

And be sure to report back your successes! We'd love to feature you in an upcoming issue of our newsletter.



FRENZY FEVER

By Leila Wilson, Product Specialist

You are going to feel the **FRENZY** fever starting May 31, so be on the lookout for the South Carolina Education Lottery's newest **FRENZY** games!

- \$1 \$50 FRENZY**
- \$2 \$100 FRENZY**
- \$5 \$200 FRENZY**
- \$10 \$500 FRENZY**

These fun, fabulous and exciting new tickets, loaded with color and prizes, are sure to make your players a **FRENZY** Fan. So, ask for the sale and encourage your players to get **FRENZY** fever by purchasing all four games.



MEGA SIGN
One Smart Stop in Rock Hill displays the jackpot in lights!



POWERBALL PARTY
Ryan's Corner in St. George has fun with balloons!



LOOKING UP
 WOW! You can't miss the jackpot at **Swami Mart** in Heath Springs.



WE HAVE A WINNER
 Passersby **Eagle Express** in West Columbia know they are a lucky spot.



DOUBLE UP
 Advertise both jackpots like the folks at the **Garden Spot 5** in Greenville.

SPOTLIGHT

VGO Mart #2

By Vicki Maddox, Upstate MSR

Tushar and Sneha Patel have a thriving business. By setting goals and cultivating relationships **V GO Mart #2** on Augusta Road in **Greenville** is a lottery success story.

Inside V Go Mart #2, the first thing you notice is the overhead ticket display built above the counter. Having the overhead display gives them room to display every ticket available and also frees up counter space. "Customers can make a decision on what tickets they want to purchase while waiting in line," Tushar added.

Building relationships is another key to their success. Tushar and Sneha do this by calling their players by name and always greeting them with a smile and a kind word. Customers come back to stores where they feel comfortable and welcomed. "We give our regular customers little presents at Christmas to show our appreciation," Sneha said.

Having "WINNERS" displayed helps encourage sales at V Go Mart too. Winning tickets and posters are on display above the counter and on the door. Tushar and Sneha have found a great recipe for success!



Pictured from left to right: Sneha and Tushar Patel took a chance on an overhead ticket display that paid off. But that's not the only reason sales increased, a welcoming atmosphere goes a long way too!

New Games

Scheduled to launch Tues., May 3:



Scheduled to launch Tues., May 31:



Scheduled to launch Mon., May 2:



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 25: Money Quest (#786) & Queen of Hearts (#808)

LAST DAY TO RETURN:

Fri., May 6: Big Money Spectacular (#780) & Ruby Red (#802)

LAST DAY TO REDEEM:

Tues., May 3: Triple Fortune (#799)
Tues., May 17: Bingo Mania (#783), Money Multiplier (#798) & Pure Gold (#805)
Tues., May 31: Carolina Riches (#691) & Scratch Some Cash (#728)

- Dates Current as of 3/16/2016

HOLIDAY CLOSING: Monday, May 30 – SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 27 will be delivered on Tues., May 31.