

SELLING points

August 2011 Vol. 12, No. 2

MONTHLY RETAILER NEWSLETTER

PROMOTIONS 101



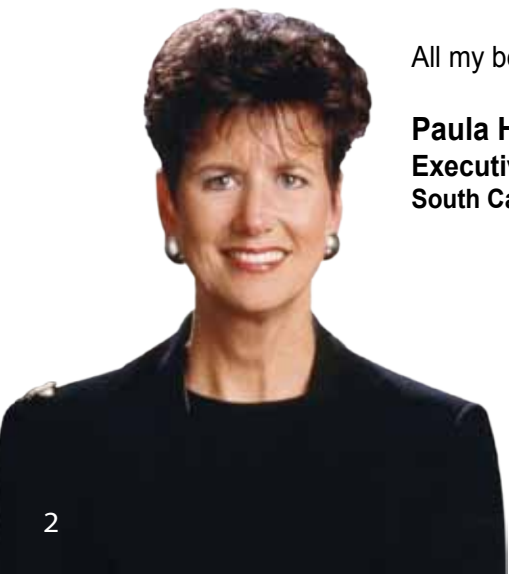
Dear Lottery Retailers:

It's "Back to School Month" in South Carolina. The page is turning from summer fun to academic work. Students are getting ready to hit the books this month, and many of those books have been purchased with lottery proceeds.

Importantly, this money would not have been possible without your hard work and dedication as a lottery retailer. And while it is hard work, the Lottery has many exciting promotional opportunities to increase sales while raising dollars for education. Prize wheel spins, plinko drops and radio remotes are all possible with a call to our wonderful Promotions Department. Be sure to ask your Sales Promotions Representative about scheduling a special time for you. We'd love to visit your store and have some fun while getting to know your lottery customers!

You can also host your own promotion to thank lottery customers. Offer a free hot dog or soft drink to someone who purchases \$10 worth of lottery tickets. Hold a drawing where the prize could be \$25 worth of gas or lottery tickets. Be creative and think of meaningful ways to attract and reward your lottery customers. Remember, they buy other products as well.

Again, thank you for your continued support and teamwork, - you are an integral part of the Lottery's success. As school buses return to the roads, be mindful of the vital work you do each and every day for education in S.C. Who knows, that school bus may have been purchased with funds you helped to earn!



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. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please 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.)

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



Discount Corner SUCCESS STORY

By Vicki Maddox, Upstate MSR

When Chirag Patel and Dipem Patel bought **Discount Corner** three years ago, the Lottery sales at the location were average. The owners wanted Discount Corner to become one of the Top 10 lottery retailers in **Anderson**. With this goal in mind, they set out with a plan.

Here's how they did it:

- **Jackpot Signs Placement** – When you approach the store, the first things that catch your eye are the Jackpot signs reminding customers to purchase lottery tickets. Discount Corner keeps the signs updated with the current, correct jackpot amounts.
- **Post Winning Tickets** – As you walk towards the register, you are facing a wall of posted winning tickets customers can check out while they decide which ticket to buy. The winning ticket display is hard to miss and gets noticed.
- **Offer More Games** – As their business has grown, they have increased the number of games available from 24 to 40 in order to have



Chirag Patel and his wife have worked hard to make Discount Corner a Top 10 retailer in their area.

more tickets to offer players. The selection is one of the best in the area.

The customers at Discount Corner are always greeted with a smile and a friendly word. When "New Games" become available, they are highlighted, and staff tells customers. Their attitude, product knowledge, and upselling have taken Discount Corner from #34 to #4 in the area ranking. They increased sales by setting and achieving a goal.

SALES TIP TO TRY

"I always have a positive attitude while keeping the customer engaged and telling them about new games and hot tickets."

- Chirag Patel
Owner of Discount Corner



Manager Johnnie Foy (right) and Clerk Tammy Cole (left) of **Wilco Hess #905 in Blacksburg** sold a \$10,000 winning Powerball® ticket. The pair are all smiles with their oversized check for \$100.



Owner Suresh Shah of **Quick E Mart in Clover** celebrated a \$200,000 winner on the Big Winner instant ticket game. The retailer received a \$2,000 retailer commission for selling the ticket.



Riverside Express in Lancaster recently sold a \$10,000 winning Carolina Millionaires Club instant ticket. Store employees proudly pose for a picture with the winning ticket poster.

WE'VE GOT A PROMOTION FOR YOU

By Ammie Smith, Promotions Manager

Your Promotions Team has been busy this spring and summer thanks to all of our dedicated retailers who participated in some type of lottery promotion. It shows in your bottom line when you give back to your players by rewarding them with quality promotions. The stores pictured here display the types of promotions the Sales Promotions Team has to offer. Whether you are having a customer appreciation event, giving away a TV in a second-chance drawing or are simply unsure what would best suit your location, email your Sales Promotions Representative for your area. Anne (coastal: Anne.Brennan@sclot.com), Lauren (midlands: Lauren.Leviner@sclot.com) or Randy (upstate: Randy.Mueller@sclot.com) will be glad to work with you to create a custom promotion for your store.

COVER PHOTO: Special thanks to **In N Out Convenience Store** at 759 Rutledge Avenue in **Charleston** for providing an exciting promotion for its lottery players. The location offered lottery players a second-chance drawing to win a \$50 gift card!



GATHER AROUND: Roberts Express Mart #3 in Newberry offered players in attendance a second-chance to win an entire pack of lottery tickets valued at \$300. Players loved it!

DRAW A CROWD...HOST A PROMOTION!

Looking to increase your lottery sales? Contact your Sales Promotions Representative and together we'll host a promotion for your players. Just advertise the promotion date and we'll show up and do the rest. Also, think about a second-chance drawing gift to reward your lottery players.

NOTE: The Sales Promotions Team will be logging onto your terminals before and after promotions. They will be printing a sales report to show you how much you sold while promoting your lottery product.



SCHEDULE & ADVERTISE

BoBops #1 in Estill let its customers know the Lottery was stopping by for a visit. The sign looks great!



LOTTERY ON THE RADIO

The Lottery will bring everything that's needed and maybe invite a radio station to come along.



DID I WIN?

Sam's Food Mart #4 in Columbia offered players a second-chance to win a \$300 pack of tickets! The promotion was a huge success!



THUMBS UP: Bear, Ms. Vicki, Connie and Jimmy Koon smile big for their lottery players.

JIMMY'S MART DOES PROMOS & MORE

By Kimberly T. Smith, Midlands MSR

Jimmy's Mart is the #1 retailer in the Midlands and ranks #5 statewide. The **Columbia** retailer on Two Notch Rd. is famous for its hot dogs and catfish stew, but it's also known for hosting fabulous promotions. Check out the best practices in use:

Keep Dispensers Full: A must for retailers to flourish, Jimmy's Mart has tickets loaded, displayed properly and enough back stock for fast replenishment.

Ask For the Sale: The staff asks customers if they would like to try lottery tickets and reminds customers of the jackpot amounts. The manager updates clerks on upcoming games and promotions, and the clerks tell players. They know 90 percent of their frequent players' names.

Winner Awareness: Jimmy's Mart has a wall dedicated to displaying winner awareness posters. They use the side of a rack to display winning tickets of \$500 or less. When there's a big winner, they display the amount on the outside kiosk to attract new players driving by.

Lottery Signage: Jimmy's Mart has invested in a custom lottery sign that hangs in front of the building. The store has two street talkers and displays the jackpot amounts on the outside kiosk for drivers passing by. Interested players know to look and return to buy.

Promotion: In May, a radio remote was held to celebrate the location's Millionaire Sales Club status. Curtis Wilson from the Big DM was there. Jimmy's Mart provided chips and sodas for customers waiting in line.

Payouts/Validations: Jimmy's Mart always pays out winning tickets up to and including \$500. Customers go where retailers cash winning tickets!



Retailer Reminders

Make certain you give the player the REISSUED ticket when you cash a multi-draw online ticket with remaining draw dates. The reissued ticket is automatically dispensed when the original multi-draw ticket is cashed.

Jeep® Mystery Shopper Retailer Incentive AUGUST DEADLINE

Entry deadline: Friday, August 12
Drawing the week of: August 15

Jeep® Second-Chance PROMOTION DEADLINE

2nd Drawing:
Entry deadline: Friday, July 29
Drawing date: Friday, August 5

Like we say in the South, "this dog will hunt."

The Lottery is going to the dogs with \$2 **Dog Dollar\$**.

If you spot a hunter in camo in your store, ask them if they would like to try a \$2 **Dog Dollar\$** ticket featuring a Pointer on the hunt.

Players can win up to \$20,000 on this home-grown instant ticket.

Kick-off Football Season with \$100,000 Touchdown

Football fans rejoice, **\$100,000 Touchdown** will be available by the end of August, just in time for the start of football season.

This ticket will be a HOT seller if you ask for the sale. When discussing the weekend's game with customers, don't forget to mention **\$100,000 Touchdown**.

For \$5, fans can win up to \$100,000 on this sporty ticket featuring two Bonus Boxes. Players can win up to 12 times on **\$100,000 Touchdown**.

Stock you fall ticket dispenser with \$100,000 Touchdown & Dog Dollar\$!



CLEAN\$WEEP RETURNS ANNUAL PROMOTION LAUNCHES MONDAY, AUGUST 1

Since the South Carolina Education Lottery launched Clean\$weep in partnership with PalmettoPride on July 8, 2003, eight annual promotions of the anti-litter campaign have been held. The most recent annual promotion ended on Friday, July 22, 2011, with the final drawing held on Wednesday, July 27, 2011.

Clean\$weep gives players the opportunity to collect 10 non-winning instant tickets, which, when mailed to SCEL, act as an entry in a monthly drawing. One hundred entries are drawn monthly to win \$50 each. Any combination of 10 instant tickets at all price points is allowed, but all 10 tickets must be mailed in a single envelope no larger than 7 1/2 by 10 1/2 inches. Entries are recycled after the monthly drawing with the goal of reducing the number of tickets that might otherwise become litter.

The annual promotion begins on Monday, August 1. Any entries received after 5 p.m. on Friday, July 22, 2011, and prior to Monday, August 1, 2011, will be disqualified. Monthly drawings are held on the last Wednesday in each month. Entries must be received by the South Carolina Education Lottery no later than 5 p.m. on the Friday before the Wednesday drawing.

Should you or your players have questions about the Clean\$weep Promotion, please refer to the CleanSweep link on the Frequently Asked Questions (FAQs) button on the SCEL homepage:
http://www.sceducationlottery.com/faq/faq_cleansweep.aspx

Look for the NEW Clean\$weep
handout in your lottery play station!

Holiday Closings

SEPTEMBER:

Mon., September 5: SCEL offices AND our delivery partners will be closed to observe the Labor Day holiday. Retailers will NOT be able to order tickets. Tickets ordered by 5 p.m. on Thurs., September 1, will be delivered on Fri., September 2. Tickets ordered on Fri., September 2, will be delivered on Tues., September 6. Drawings will be held as scheduled. Remember to order early for the holiday weekend.

WINNERS' BOARD



\$600

Mega Millions®

Merrilee Dickerson – Summerton

Purchased from
Short Trip #4 – Summerton



\$540

Pick 3

Leo Chisolm Jr. – Sheldon

Purchased from
Sheldon Express – Sheldon



\$5,000

Pick 4

Marshaun Bell – North Haven, CT

Purchased from Kangaroo
Express #3879 – Georgetown



\$20,000

In the Money

Brandon Smith – Turbeville

Purchased from Florence
Travel Plaza – Timmons ville



\$1 MILLION

Carolina Millionaires Club

Calvin Bonham – Aiken

Purchased from Ridgecrest
Quick Shop – Aiken



\$40,000

Mega Millions®

Gina Ratcliff – Rock Hill

Purchased from
Little Giant #4 – Rock Hill



\$100,000

Jeep®

Rico Bush – Aiken

Purchased from
Monks Corner BP – Johnston



\$1,111

Wicked 1's

LaKisha Mack – N. Charleston

Purchased from
Mo Mart – N. Charleston

UPCOMING games

The following games are scheduled to launch Tuesday, August 2:



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

The following games are scheduled to launch Tuesday, August 23:



ENDING games*

Please start selling down the following:

- SC-421 Cash Explosion
- SC-430 Holiday Surprise
- SC-432 Winter Bucks
- SC-433 Greetings of Green
- SC-459 Cash Blowout

Last day to sell:
Wednesday, August 10

Last day to return:
Friday, September 9

Last day to redeem:
Tuesday, November 8

SC-450 Bingo Multiplier

Last day to sell:
Wednesday, August 17

Last day to return:
Friday, September 16

Last day to redeem:
Tuesday, November 15

SC-426 Triple Lucky Diamonds

Last day to sell:
Wednesday, August 24

Last day to return:
Friday, September 23

Last day to redeem:
Tuesday, November 22

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

Ending game dates are current as of Thursday, June 30.

TICKET alerts*

Tues., August 2: Last day to redeem Bonus Word Crossword (#420) and Green and Gold (#425).

Fri., August 5: Last day to return Instant Cash (#452).

Tues., August 9: Last day to redeem Maximum Money (#437).

Wed., August 10: Last day to sell Cash Explosion (#421), Holiday Surprise (#430), Winter Bucks (#432), Greetings of Green (#433) and Cash Blowout (#459).

Tues., August 16: Last day to redeem Double Lucky 7's (#443).

Wed., August 17: Last day to sell Bingo Multiplier (#450).

Tues., August 23: Last day to redeem 3 Times Lucky (#401), Jeweled 7's (#451) and Hot \$50's (#454).

Wed., August 24: Last day to sell Triple Lucky Diamonds (#426).

Fri., August 26: Last day to return Money Mania (#418).

Tues., August 30: Last day to redeem What's Your Number? (#412) and Black (#445).