



Sunny Patel (pictured left) shares the secrets that increased lottery sales at his location.

By Jack Sandlass, Upstate MSR

Quick Pantry #16 in **Greenwood** has a story to tell. This convenience store in a well situated location in a medium-sized town was selling lottery tickets at an average pace. Then Sunny Patel purchased the location in 2004. He decided to make the Lottery a priority and increase sales. The location was ranked number 84. Within a year, Sunny moved **Quick Pantry #16** into the number one position. That is where this location has remained ever since. The store has been on the Million Dollar Sales Club list for the last two years and has vowed to stay there. What is Sunny's secret?

Ask for the sale – Sunny asks every customer who walks up to his counter if they would like to purchase a lottery ticket.

Promote winners – Sunny advertises winning tickets in his store. His store is wallpapered in winning lottery tickets. His biggest winner so far – \$300,000!

Be friendly, helpful, and courteous – Ask customers what they need and give it to them.

Have products available – Sunny has 48 selling slots in his store. He carries every ticket available and doubles up on the \$10 tickets.

Conduct in-store lottery promotions – Sunny uses his own products as well as lottery items for giveaways.

It is the same story we hear over and over. It may sound simple and too good to be true, but it's not – IT WORKS. Just ask Sunny!