

SIGN ME UP

HENRY'S TRAVEL PLAZA GOES THE EXTRA MILE

By Michael Coleman, Midlands MSR

"Welcome to Henry's!" That's how every customer is greeted when entering **Henry's Travel Plaza** in **Orangeburg**. Henry Goodwin, along with his son, Hank, and their wonderful staff not only exhibit excellent customer service but many of the other best practices highlighted in this issue of *Selling Points*.

Henry's Travel Plaza prides itself on being state of the art and having amenities not found in a typical travel center. While catering to the location's regular traffic, Henry's has several check-out lines devoted exclusively for lottery customers. Henry's has even dedicated a section of the store for lottery players to relax and fill out play slips, check winning numbers, and scratch instant tickets.

Unique to Henry's is the magnificent "Winning Numbers Sign." The sign was custom made for Henry's Travel Plaza after the owner noticed the number of players in line searching for the daily lottery results. Working with his lottery rep and staff, the location was able to create an indoor sign that not only gives lottery customers the information they seek but also attracts new players by advertising the MegaMatch 6SM and Powerball[®] jackpots. The sign makes lottery players aware they are welcome at Henry's.

Henry's Travel Plaza is a shining example of what a little initiative and creativity can make possible. As always, your lottery representative is here to assist you in developing strategies to increase sales at your location. Don't be afraid to try something different!

