

RETAILER *Spotlight*

Garden Spot #4

Taylors, S.C.



Betty Pegg and the staff of Garden Spot #4 in Taylors consistently make the sale.

By Renee Lean, Upstate MSR

Betty Pegg's **Garden Spot #4** in **Taylors** remains the #1 retailer in Greenville County, year in and year out. The location has experienced a couple of \$40,000 sales weeks in 2008!

How do they do it you ask? Garden Spot's Brent Coker points out, "We **ALWAYS** pay out winners, and we carry **EVERY** instant ticket available! In addition, we consistently post winners' information!"

You hear this mantra time and time again, but it REALLY WORKS! Isn't it worth a try at YOUR store? You have NOTHING to lose and everything to gain (increasing your bottom line) by implementing these few steps.

In addition, Garden Spot has dispensers for 48 different games, doubling up on \$10 and HOT games when necessary to keep all spots filled! The coffee is fresh, the store is spotless and you will always find reasonable prices and a friendly face when you walk through the front door!

I stopped by **Garden Spot #4** on November 5 to see how the new terminals were operating. I gleaned some operational hints from watching Brent in action. For example, I learned how he used all the shortcut buttons to his advantage and how he kept track of double cash receipts.

Garden Spot #4 illustrates what it takes to be a successful lottery retailer.