

RETAILER *Spotlight*

Money Saver

Loris, S.C.



Yak Patel, owner of Money Saver, believes happy lottery players translate into loyal customers.

By Robin Schafer, Coastal MSR

Yak Patel, the owner of **Money Saver** in **Loris**, has an impressive sales attitude. When his convenience store first opened, he was determined to start out strong with the Lottery.

Accordingly, he carries at least two packs of each \$10 and \$5 instant ticket along with all the other lower price point tickets currently offered. Why should Patel's customers go somewhere else to buy lottery tickets when his store carries all of them?

Mr. Patel always asks for the sale and believes strongly in providing exceptional customer service. The location keeps its instant ticket display fully stocked and its tickets forward facing. He always pays winning tickets up to and including \$500 and smiles even when he knows a ticket was purchased in another store. The staff is also very knowledgeable about the Lottery and makes it a point to stay on top of any new promotion or play style. Practicing these simple sales principles results in an increase in **Money Saver's** lottery sales.

In short, the secret to **Money Saver's** success is service with a positive attitude. The Lottery looks forward to a strong and successful relationship with **Money Saver**.