

## RETAILER *Spotlight*

### Eagle Express

West Columbia



Owners Shailesh and Ashu Shah are known for hosting outstanding promotions for players.

By Daniel Crowley, Midlands MSR

Owners Shailesh and Ashu Shah of **Eagle Express** in **West Columbia** strive to keep lottery sales booming. They consistently keep the top 24 instant tickets available for purchase and fill empty selling slots in the dispenser. **Eagle Express** staff does a great job updating the location's jackpot sign and always asks for the sale. Asking for the sale is a great way to generate additional lottery sales and keep customers coming back.

**Eagle Express** has very loyal players. To say "thanks," the location frequently requests lottery promotions, which are always a hit.

On December 23, **Eagle Express** held its own second-chance drawing. Players who bought \$10 worth of tickets received an entry to place into a second-chance drawing box. On the day of the event, the owners picked three lucky winners. Prizes included a charcoal grill, rolling coolers, a cash prize totaling \$100 and lottery gift bags. The event was a success, and players look forward to more second-chance opportunities at **Eagle Express**.