

RETAILER *Spotlight*

Piggly Wiggly #97

Columbia, S.C.



ASKING FOR THE SALE resulted in a selling bonus for the folks at Piggly Wiggly #97.

By Steve Stanton, Midlands MSR

Piggly Wiggly #97 on Garners Ferry Rd. in **Columbia** continues to be a top retailer in lottery sales. The location goes the extra mile to be lottery friendly. Doreatha Hackett does an excellent job keeping the dispensers fully loaded with top selling instant games. Patricia "Pattycake" Anderson is one of the best at making the lottery sale and was recently named "Employee of the Year" by her manager, Jack Maddox. You will always hear Pattycake asking customers: "Have you purchased your lottery tickets today?" or "Would you like an Add-A-Play® ticket with that?"

Recently, this retailer sold a winning MegaMatch 6SM ticket worth \$925,000 to a player that played mostly instant tickets. They suggested the player try the MegaMatch 6SM game, and the player purchased the jackpot winning ticket. Suggesting online games to your instant ticket players is just one way to increase your sales. Mr. Maddox also instructs his staff to pay out all winners of \$500 and under. Congratulations to Mr. Maddox and his excellent staff on doing what it takes to be a successful lottery retailer.