

Discount Corner

SUCCESS STORY

By Vicki Maddox, Upstate MSR

When Chirag Patel and Dipem Patel bought **Discount Corner** three years ago, the Lottery sales at the location were average. The owners wanted Discount Corner to become one of the Top 10 lottery retailers in **Anderson**. With this goal in mind, they set out with a plan.

Here's how they did it:

- **Jackpot Signs Placement** – When you approach the store, the first things that catch your eye are the Jackpot signs reminding customers to purchase lottery tickets. Discount Corner keeps the signs updated with the current, correct jackpot amounts.
- **Post Winning Tickets** – As you walk towards the register, you are facing a wall of posted winning tickets customers can check out while they decide which ticket to buy. The winning ticket display is hard to miss and gets noticed.
- **Offer More Games** – As their business has grown, they have increased the number of games available from 24 to 40 in order to have



Chirag Patel and his wife have worked hard to make Discount Corner a Top 10 retailer in their area.

more tickets to offer players. The selection is one of the best in the area.

The customers at Discount Corner are always greeted with a smile and a friendly word. When “New Games” become available, they are highlighted, and staff tells customers. Their attitude, product knowledge, and upselling have taken Discount Corner from #34 to #4 in the area ranking. They increased sales by setting and achieving a goal.

SALES TIP TO TRY

“I always have a positive attitude while keeping the customer engaged and telling them about new games and hot tickets.”

- Chirag Patel
Owner of Discount Corner



Manager Johnnie Foy (right) and Clerk Tammy Cole (left) of **Wilco Hess #905 in Blacksburg** sold a \$10,000 winning Powerball® ticket. The pair are all smiles with their oversized check for \$100.



Owner Suresh Shah of **Quick E Mart in Clover** celebrated a \$200,000 winner on the Big Winner instant ticket game. The retailer received a \$2,000 retailer commission for selling the ticket.



Riverside Express in Lancaster recently sold a \$10,000 winning Carolina Millionaires Club instant ticket. Store employees proudly pose for a picture with the winning ticket poster.