

RETAILER SPOTLIGHT

JIGAR FOOD MART

Lyman, SC

By David Wayne, Upstate MSR

Since Jigar Patel took over his **Lyman** location in 2008, **Jigar Food Mart** has had a remarkable string of top-prize winning instant tickets.

In 2008, his first year at the location on Charlotte Highway, **Jigar Food Mart** sold a Color of Money ticket worth \$20,000. The next year, 2009, brought an Instant Carolina 5® winner, who took home \$100,000 taxes paid. In 2010, the store celebrated selling two top-prize instant winners. The first was a Cool Cash ticket worth \$20,000 and the second was a Red, White & Blue 7's ticket worth \$75,000. Is it any wonder that Patel and his customers look forward to continuing the lucky streak in 2011?

While these top prize winners are posted for all to see, Patel doesn't stop at promoting his past winners. In order to keep current players and attract new ones, the entire staff keeps the ticket dispensers full, asks for the sale, and updates the jackpot signs.

Every customer who enters the store is a potential lottery player and every player is a potential winner.



Jigar Patel's location is no stranger to selling a top prize winning ticket. He makes sure customers know Jigar Food Mart is a lucky store.

By welcoming everyone who walks through the door and answering lottery questions from anyone who asks, the staff has the opportunity to turn the curious into new players. By cashing winning tickets promptly, winners return to **Jigar Food Mart**, where they had a positive winning experience.

These easy sales strategies are the reasons the location has doubled its sales during the two years the store has been in business.

Selling Points

"My most loyal customers are lottery customers. They come here not just to play the Lottery but to make other purchases. They are great!"

- **Jigar Patel**
Owner Jigar Food Mart



Owner Rajesh Patel of **Short Trip #4** in **Summerton**, sold winning tickets of \$147,059 and \$75,000. Patel knows his players expect full dispensers at all times. The location has become the number one retailer in Summerton.



Sunny Mart in **Clinton** sold a Powerball® ticket that turned out to be a \$1 MILLION winner. The location proudly displays the "WE SOLD" poster for their customers to see. Way to go Sunny Mart!



A Power Tour promotion swung through **Walterboro** and made a stop at **BoBops #3**. Lottery players spun the prize wheel for the chance to win promotional items. A fun time was had by all.