

Bill's Liquor Store's SUCCESS STORY

By Mike Soper, Coastal MSR

Bill's Liquor Store on Lady's Island in **Beaufort** has celebrated the winter holidays in a BIG way for the past two years. Their seasonal story is quite incredible.

After the \$10 holiday ticket, HOLIDAY RICHES, was issued in October of 2009, the store had a \$200,000 winner which was celebrated by all the employees.

A year later, in 2010, a new \$10 scratch ticket, GREETINGS OF GREEN, was issued for the holiday season. The new holiday tickets arrived at **Bill's Liquors** on Tuesday, October 26. Days later, a customer came in and purchased the new GREETINGS OF GREEN scratch ticket. This turned out to be another \$200,000 winning ticket!

What are the chances of that happening?

What are the chances of it happening again?

I have heard several players say that they will be in line at **Bill's Liquor Store** next year when a new \$10 holiday ticket is available. They all



Hanging side-by-side, these two posters make a statement. **Bill's Liquor Store** is a winning lottery destination.

want to be the first to purchase a possible winner at the Beaufort store.

The staff at **Bill's Liquor Store** displayed "WE SOLD A WINNING TICKET" posters for both tickets to let its customers know the store is a lucky destination. The next time your store sells a winning ticket (it doesn't have to be for \$200,000), talk it up among your customers. A little chatter can go a long way to increasing your lottery sales. The line that will form outside **Bill's Liquor Store** in October will be a testament to that.

SALES TIP TO TRY

"We are a lucky store. People come here because we give great service and our staff is friendly to all of our customers."

- Alton
of Bill's Liquor Store



\$400,000
Palmetto Cash 5

Lucien Bergeron – Greenville

Purchased from Garden Spot Food Store – Greenville



\$600
Mega Millions®

Nikeesha Barron – Shelby, NC

Purchased from Hickory Point #35 – Blacksburg



\$300,000
Palmetto Cash 5

Nelson Eich – Cowpens

Purchased from Country Corner Exxon – Anderson



\$5,000
Maximum Money

Elliott Lynam – Sumter

Purchased from Fast Break – Manning