

# C-U-S-T-O-M-E-R S-E-R-V-I-C-E I-S K-E-Y!!!

Here are some tips to achieve all-star results in your sales!

Customer service is the key element to keeping your customers coming back to your store. How you treat your customers is what can keep them coming back or cause them to purchase their products or services elsewhere. Customer service has a direct impact on your overall sales. To the right are several recommendations that will keep your LOTTERY customers coming back to YOUR STORE.

*Instant Games!*

South Carolina Education Lottery



- ★ Have a great attitude towards your customers! Greet them with a smile and create a friendly welcoming environment.
- ★ Pay all winners up to and including \$500 in cash! If players know they can get their winning ticket cashed at your store with no inconvenience, they will come to your store for their lottery purchases and will also buy other in-store products. Post signs that let your customers know you will pay their winning tickets!
- ★ Keep your Powerball® Jackpot window sign updated. Terminal messages are sent after each Wednesday and Saturday Powerball® draw to provide the new jackpot amount and remind you to update your sign. It only takes a few moments and is key to driving customers into your store.
- ★ Post winners in your store! Players like knowing that your store has had winners. Players want to play where they think they can win.
- ★ Provide the winning numbers from the nightly drawings. Your lottery terminal provides this information in a winning numbers report. You can post this report for customers or enter the numbers on a SCEL winning number display available from your marketing rep.
- ★ Make sure all staff is knowledgeable about lottery games and promotions. Assist players with their questions. If they understand the game or promotion, they are more willing to make a purchase.
- ★ Make sure you always have an adequate supply of game play slips and terminal paper. Keep your lottery play station stocked and clean for players.
- ★ Keep instant game ticket dispensers full of current instant products. Make sure your tickets are loaded properly so each ticket is showing clearly to the player. Players are not going to purchase a product that they cannot see. Instant products are impulse purchases; therefore, proper display is critical to sales.
- ★ Make sure your ticket dispensers are placed on your front counter near the point-of-purchase. Having instant products in clear view of the customer will increase your sales and will allow the customer to make a quicker purchase decision to keep your lines moving.

## Simple ways to promote the Lottery in your store(s):

- ★ If you have in-store audio announcements, include lottery information in the message. Announce recent winners, new games, promotions, payment of winners in cash or simply remind your customers that they can buy their lottery tickets at your store.
- ★ Utilize your gas pumps to promote lottery products. Make audio announcements or include lottery reminders on your pump display screens.
- ★ Incorporate a lottery message in your current media or print advertising.
- ★ Conduct lottery promotions in your store that will keep your customers coming back. In-store promotions are always great and help drive customer traffic. Incorporate other vendors in your promotions to add value to your promotion and have a greater impact on your sales. Also, advertise the promotion in your store several days before the event. Work with your lottery marketing rep to develop effective promotions that will increase your sales and reward your loyal lottery customers.
- ★ One of the most significant ways you can promote lottery sales in your store is to simply "ASK FOR THE SALE." If a customer has some change after making a purchase, ask if they would like to buy some lottery tickets. If you have just cashed a winning lottery ticket, always ask if they would like more tickets.
- ★ Work with your lottery marketing rep to utilize internal and external lottery signs to clearly designate your store as a lottery retailer.
- ★ Utilize your business website to promote lottery products. Let your customers know that you offer lottery products in your store(s) and provide information on an upcoming lottery promotion.

Simple ways to promote the Lottery in your store(s)

