

SELLING Points

LOTTERY RETAILER NEWSLETTER | November 2018 Vol. 19, No. 5



sceducationlottery.com



Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Instant game fact sheets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1)

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Winning Numbers Line: 1-803-734-4966 (IWON)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Spread Some Holiday Cheer by Giving Instant Tickets This Year!

By James Dowling Jr., Product Specialist

The South Carolina Education Lottery is ringing in the holiday season with more fun holiday tickets. These tickets are great to give and to receive, so encourage your players to buy one of each!

Your players will enjoy getting the holidays started with the new \$1 **Holiday Cheer** with a favorite, fun playstyle and a chance to win up to \$5,000!

Then, remind your players they have a chance to double their fun with the new \$2 **Holiday Spectacular** or have a chance to instantly win prizes up to \$20,000.

You can also drop some real gems into someone's stocking this year with the \$5 **Ruby Red 5s** and \$10 **Emerald Green 10s** instant games!

So when you are making your list and checking it twice—remember holiday tickets will add even more fun, color and excitement to the holiday season and to gift giving. Happy Holidays & Happy Selling!

It's Beginning to Look Like a Good Time to Sell Lottery Tickets

By Julie Huffman, Beneficiary Communications Coordinator

The holiday season has begun! Take a break from singing carols and boost your voice to ask customers if they'd like to purchase a lottery ticket.

Share the news of the upcoming \$10 Whole Lotta \$500s, which is loaded with \$500 prizes.

Ask customers if they'd like a Powerball® ticket for the drawing on Christmas Eve or a Mega Millions® ticket for the

SCAM ALERT: You're a mean one, Mr. Grinch!

Don't let The Grinch give your players a rotten gift.

Around the holidays, reports of lottery scams sent by phone, mail, email, text message, and on social media increase.

In most cases, The Grinch asks for money in advance to cover processing fees to claim a phony lottery prize, but it's a SCAM.

If a customer approaches you with a similar tale or you suspect something isn't quite right, have them contact the SC Lottery toll-free at 1-866-736-9819 to report the incident during regular business hours.

A legitimate lottery will never contact a player to ask for cash before awarding a prize. The only upfront fee required by a legitimate lottery is the price of the ticket.



drawing on Christmas Day.

Decorate your lottery display with holiday lights and wrapping paper.

Speak up and let customers know that lottery tickets make great gifts, and they can even skip the mall.

Point out this year's holiday tickets, \$1 Holiday Cheer and \$2 Holiday Spectacular, are perfect treats to slip into holiday cards.

And don't let your customers forget to treat themselves! A lottery ticket is a great accompaniment to a pumpkin spiced latte and a fun way to pass the time while baking that holiday feast.

Holiday season also means it's important to keep track of your inventory. Remember to order enough product and be well stocked over holiday breaks and vacations.

Wishing you and yours an enjoyable and profitable holiday season.

SPOTLIGHT

Beer and Tobacco Outlet

By Alice Boyd-Epps, Coastal MSR

Consideration of Customers—MD-Ripon Mia “Simon” credits this practice to be the core of his success at the **Beer and Tobacco Outlet** in **Summerville**. Simon and his wife Roji set a lottery sales goal and surpass it every year.

This couple always greets players by name, with a smile and a kind word. They are very knowledgeable about games. When a player has a lottery question, they will search until they have the correct answer. They willingly cash winning tickets and display winners on their wall of winners too.

“These simple habits have a great impact on lottery players and directly affect my lottery sales,” says Simon. “I appreciate the loyal players and always consider rewarding them for playing at my store.”

Simon’s Beer and Tobacco Outlet rewards players with second-chance drawings with different giveaways and promotions. Recently Simon and his family hosted a Lottery Promotion/Pizza Party. They generated over 300



wheel spins. It was apparent the players and the community really appreciated Simon and Roji (pictured above) and the feeling is mutual.

New Games

Scheduled to launch Tuesday, November 13:



Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

TICKET Alerts

LAST DAY TO SELL

Wed., November 14: Loteria (#910)
Wed., November 21: 4 Way Cash (#976)
Wed., November 28: Super 7 11 21[®] (#1027)

LAST DAY TO RETURN

Fri., November 2: Extreme Millions (#991)
Fri., November 9: \$ (#1034)
Fri., November 16: Tic Tac Ca\$h (#1009)
Mon., November 26: Bankroll Doubler (#988)
Fri., November 30: Royal Jewel Jackpot (#957)

LAST DAY TO REDEEM

Tues., November 20: Lucky 13 (#1011) & Lady Jumbo Bucks Crossword (#1014)

- Dates Current as of 9/28/2018.

HOLIDAY CLOSING: Thurs. and Fri., November 22 & 23, 2018 - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 21 will be delivered on Fri., November 23.

Mon., Tues., & Wed. December 24, 25 & 26, 2017 - SCEL and our delivery partners will be closed to observe Christmas Eve, Christmas Day, and the Day After Christmas. No midday drawings will be held on Christmas Day. Tickets ordered on Friday., Dec. 21 will be delivered on Mon., Dec. 24.