

SELLING Points

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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 SCCEL 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



Psssst...Do YOU Want the Secret to Selling Lottery?

Let's talk. Have you been looking for a simple strategy, that works, to increase lottery sales at your store? The answer might surprise you. Use your voice! Yes, speaking up by **ASKING FOR THE SALE** is your ticket to selling lottery.

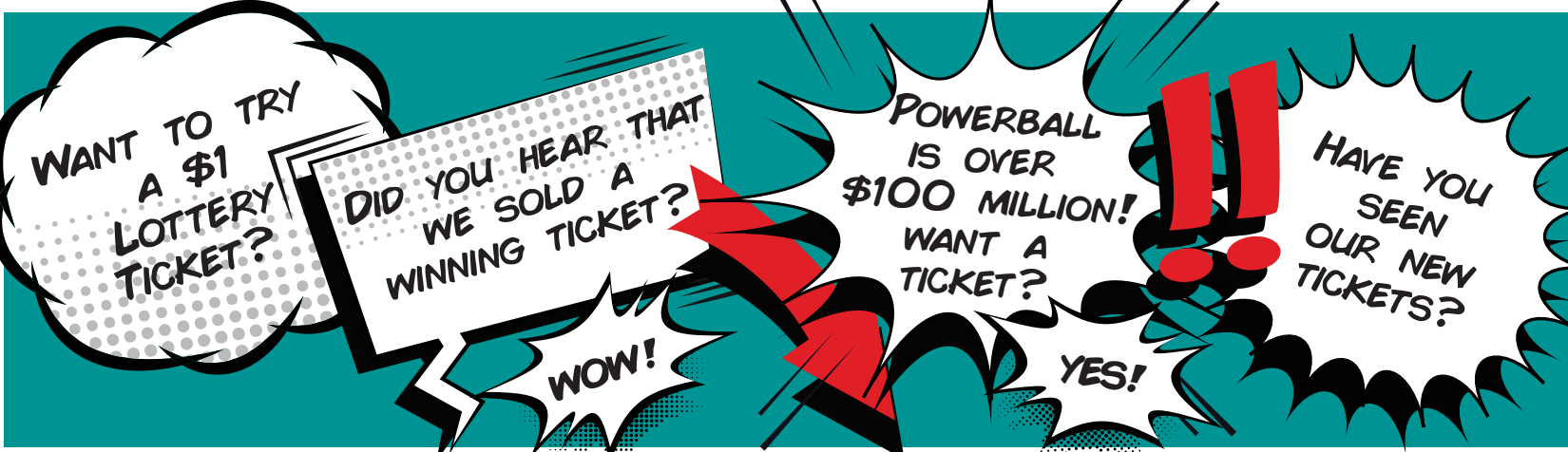
You've got absolutely nothing to lose. Asking for the sale is easy. It doesn't cost you anything, and it takes very little time.

So how does it work? Lottery tickets are often impulse purchases, which means if you ask a customer if they would like to buy a scratch-off or play their lucky numbers, they might just take you up on your offer. Some folks won't, but don't let those who refuse discourage you from asking the next person in line if they would like to try a new lottery game or play for a multi-million-dollar jackpot. Keep trying. The feeling you'll get when you sell someone their first lottery ticket is worth it.

To get started, come up with a question. Some suggestions are found below, like asking a customer, "Would you like a Powerball® ticket today?" Then set a goal, by deciding the number of customers you are going to ask. Smile and give it a try. Make a mental note of how many customers say "Yes," and try to improve upon that number the next day.

Once you find your groove and become more comfortable and confident asking for the sale, the more fun it becomes.

Don't forget to wish players "Good Luck" with their purchase, and be sure to let us know how **ASKING FOR THE SALE** works at your location!



MEGA Check to Upstate, Jackpot-Selling Retailer

After much anticipation, the winner of the \$1.5 BILLION Mega Millions® jackpot came forward to claim her prize and chose to remain anonymous. In a statement released by her attorney, the winner shared she was visiting Greenville and decided to go on a scenic drive that took her past the KC Mart #7 in Simpsonville, where the signs showing the incredibly large jackpot caught her eye.

KC Mart #7 made history on October 23 after selling her a ticket for the biggest, single-winning lottery payout in U.S. history. In March, the Lottery presented store owner CJ Patel (pictured second from left) with a check for \$50,000 for selling that claimed ticket. No surprise, ticket sales are up at the store.



NEW \$1 & \$5 Games LOADED with Cash Prizes!

By Leila Wilson, Product Specialist

It's May and spring is in the air, LOADED with sunshine and excitement. And what else is LOADED? Two of the newest games from the South Carolina Education Lottery.

The new \$5 game, **\$250** is LOADED with \$250 top prizes and the new \$1 **EZ \$50s** is loaded with \$50 prizes, both bringing explosive fun and delight to your players. Be sure to ASK FOR THE SALE with these two!



SPOTLIGHT

S&S Food Mart/Quick C Food Mart

By Beth Kuhn, Midlands MSR

At **S&S Food Mart** there's a drive to outsell neighboring stores in **Lancaster**. From the beginning, owner JT Patel (pictured bottom right) was interested in doing whatever it takes to become a top selling lottery retailer. Today, his store is the 3rd top selling lottery retailer in Lancaster County with visions of becoming number one. His method: Always providing a high level of service to lottery players. This is evident by JT's willingness to display multiple packs of the most popular \$10 tickets, understanding his players often request tickets of the same game but from different packs. He also strives to keep his loyal lottery customers updated with the latest lottery news. This approach has made S&S Food Mart a preferred stop.

Twenty-five miles west is **Quick C Food Mart** in **Chester**. When JT purchased this location it was a former top-selling retailer and member of the \$1 million sales club. JT used the same approach to Quick C Food Mart and quickly re-established this location as not only a member of the \$1 million sales club, but also regained the top-selling retailer spot in Chester County.

JT and his staff are proud of these accomplishments and committed to providing players in Lancaster and Chester counties the best that these locations have to offer.



S&S Food Mart, Lancaster



Quick C Food Mart, Chester

New Games

Scheduled to launch Tuesday, May 7:



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

TICKET Alerts

LAST DAY TO SELL

Wed., May 8: Quick \$250! (#1096)
Wed., May 22: Platinum Payout (#1067) & Holiday Cheer (#1070)
Wed., May 29: 3 Times Lucky (#1023) & \$5,000 Wild Cherries (#1074)

LAST DAY TO RETURN

Fri., May 3: All Cash Club (#1028), Cashtastic (#1041), Holiday Spectacular (#1071) & Whole Lotta \$500s (#1103)
Fri., May 10: Instant Bingo (#944) & Cash Money (#1052)
Fri., May 24: Double Match (#1063)

LAST DAY TO REDEEM

Tues., May 7: Quick Cash (#964), Win It All (#984), Money Bags (#1007), Ca\$h Payout (#1038), Million Dollar Multiplier (#1055) & Emerald Green 10s (#1073)
Tues., May 21: Mighty Jumbo Bucks (#1040)
Tues., May 28: #scratch (#1032), \$250,000 Bonus Cash (#1035) & Loose Change (#1047)

- Dates Current as of 3/28/2019.

HOLIDAY CLOSING: Monday, May 27, 2019 - SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 24 will be delivered on Tues., May 28.