

# SELLING Points

LOTTERY RETAILER NEWSLETTER | November 2019 Vol. 20, No. 5

[sceducationlottery.com](http://sceducationlottery.com)



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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.



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# 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](http://www.sceducationlottery.com)

Please Play Responsibly!

[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



## Jingle Bells! Time to Increase Lottery Sales!

By Julie Huffman, Beneficiary Communications Coordinator

The holiday season is upon us, and that means it's time to be jolly while making money! The Lottery has the tickets to help do just that.

Remind customers not to be "The Grinch!" Lottery tickets make great gifts. They easily slip into holiday cards allowing customers to skip crowded malls and online shipping fees.

You won't need Rudolf's shiny red nose to point out this season's holiday tickets. The \$1 instant ticket **Holiday Riches** with a top prize of \$5,000 and \$2 instant ticket **Holiday Green** with a top prize of \$30,000 will have your customers "Frozen" in excitement. Why not place any holiday cards you have for sale in your location next to the lottery dispenser to make shopping easier?

It doesn't take "The Polar Express" to get customers into your store. Make sure to always update the **Mega Millions**® and **Powerball**® jackpot signs so holiday shoppers will know when the time is right to purchase a lottery ticket.

Take a break from watching reruns of "Home Alone" to decorate your lottery display with holiday lights and wrapping paper. This will help draw the customer's eye to the tickets and could boost sales.

"It's a Wonderful Life," especially for customers who win prizes on tickets purchased at your location. Display claimed winning tickets around your lottery terminal to let customers know that you payout prizes and have sold winning tickets.

Let your customers know they'll have a merry little time playing the new **Gold Rush series** of instant tickets. These tickets are priced at \$1, \$2, \$5, and \$10 with top prizes ranging from \$5,000 to \$250,000.

The holidays can be exhausting for you customers. Remind them to be their very own "Elf" and gift themselves with the purchase of a lottery ticket.

You don't want to be left out in the cold. Holiday season also means it's important to keep track of your inventory. Remember to order enough product to be well stocked over holiday breaks and vacations.

We hope you and your family have an enjoyable and profitable holiday season.

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

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

Around the holidays, reports of lottery scams sent by phone, mail, email, text message, and on social media increase. Don't let your customers become victims regardless of what time of the year it is.

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, encourage your customer to contact the South Carolina Education Lottery toll-free at 1-866-736-9819 to report the incident during regular business hours, Monday-Friday, 8:30 a.m. to 5 p.m.

Powerball® and Mega Millions® are the games often referenced by scammers. Remember, 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.

The best advice you can give your players is to NEVER give out personal information like credit card numbers, bank account numbers, passwords, or social security numbers to strangers. Never send money to someone promising a prize, and when in doubt, call a trusted source like the SC Lottery.





## Raceway 6751

It's all about friendly smiles and complete customer satisfaction at **Raceway 6751** in **Spartanburg**. The husband and wife duo, Mark and Priya Patel, have been owners since March 10, 2017. Driven by hands-on hard work and top notch service, Raceway 6751 has become a destination, not just a store. They put a major focus on lottery sales and are open-minded when it comes to new ways to increase sales. They've increased the size of display dispensers and created a wheel spin to show their appreciation. The excitement they've brought to their players has increased sales over the past year and will only continue.



## Raceway 6753

Krunal Patel at **Raceway 6753** has been an owner for 6 years. Krunal and his staff pride themselves on accommodating customers. The team is competitive when it comes to lottery sales rankings. A year ago, Krunal asked the question: What would it take to become the #1 retailer in **Spartanburg**? Through asking for the sale, setting a uniformed planogram and adding more dispensers, Krunal has grown his sales tremendously in a year. With these modifications, he has entered the "Million Dollar Sales Club" and is well on his way to becoming the number one retailer in Spartanburg County.

## New Games

Scheduled to launch Tuesday, November 12:



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 6: Loteria (#1092), Loose Change® (#1115) & \$250 (#1126)  
 Wed., November 20: \$125,000 Bonus Play (#1110)  
 Wed., November 27: Crossword Lite (#1081)

### LAST DAY TO RETURN

Fri., November 8: 7 11 21 (#1066), \$\$\$ (#1085), Towering 10s (#1088), Big \$1 Ticket (#1105), Bonus Cash (#1108) & Win Win Win (#1118)  
 Fri., November 22: Bankroll Tripler (#1101)

### LAST DAY TO REDEEM

Tues., November 5: VIP Crossword (#1004)  
 Tues., November 12: Wild Win! (#1012) & \$20 Grand (#1045)  
 Tues., November 19: It Takes 2 (#1098) & Power Shot Multiplier (#1109)  
 Tues., November 26: Lady Jumbo Bucks Crossword (#1058), The Voice® (#1068) & \$20,000 Wild Cherries (#1075)

- Dates Current as of 9/23/2019.

**HOLIDAY CLOSING: Thurs. and Fri., November 28 & 29, 2019** - SCEL and our delivery partners will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 27 will be delivered on Fri., November 29.

**Tues., Wed., & Thurs., December 24, 25, & 26, 2019** - 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 Mon., Dec. 23, will be delivered on Tues., Dec. 24.