

SELLING Points

LOTTERY RETAILER NEWSLETTER | February 2020 Vol. 20, No. 8

sceducationlottery.com



COMING SOON!

**GAME OF
SUITS**

SPADES VS. HEARTS

FEBRUARY 11, 2020

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 SC EL 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.

SC EL 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.

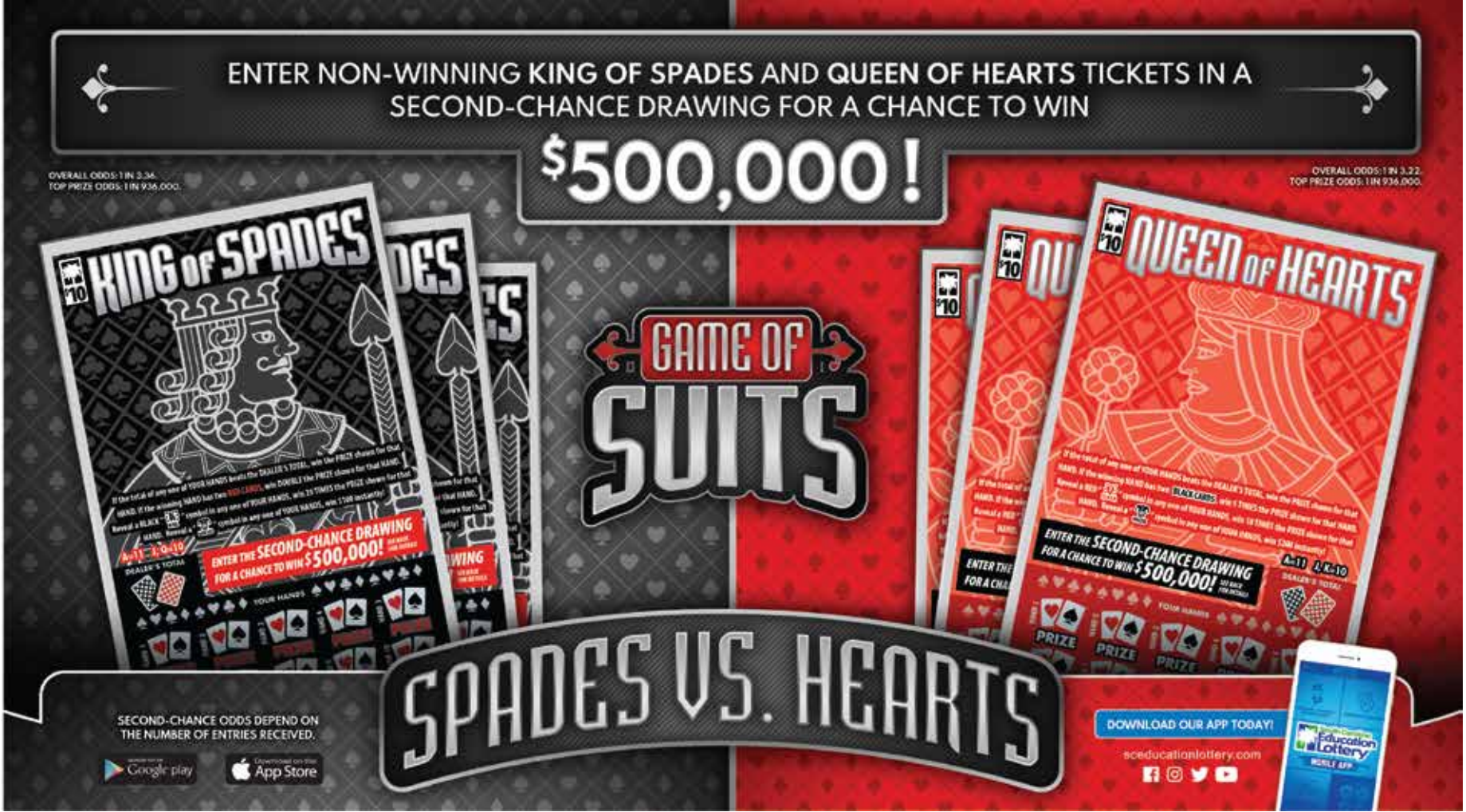
Instant game fact sheets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

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



This Valentine's We Have the Perfect Couple for You!

By Julie Huffman, Beneficiary Communications Coordinator

Just in time for Valentine's Day, the Lottery is releasing a new second-chance promotion that your players are going to love!

The **Game of Suits Second-Chance Promotion** launches on Tuesday, February 11.

The promotion features a perfect couple of \$10 instant tickets, **Queen of Hearts** and **King of Spades**.

Your players can win up to \$250,000 by playing these instant tickets!

Queen of Hearts and **King of Spades** will be standouts in your Gigantix ticket dispenser pictured on the right. Tickets will be placed side-by-side in the case to make selling easy. The dual colors of red and black are sure to get noticed by your players.

Encourage customers purchasing **Queen of Hearts** and **King of Spades** to enter their non-winning tickets into a second-chance drawing for a chance to win \$500,000!

Yes, \$500,000!

In a lottery first, since both tickets can be entered into the second-chance drawing, the prize is double the ticket's top prize!



Players can enter the **Game of Suits Second-Chance Promotion** by using the SC Lottery App or online at www.sclottery.com. Only Players' Club members can enter, and joining is free. To download the SC Lottery App, players can simply visit the App Store or Google Play.

How to Avoid Needing to Complete a Retailer Credit Request

By Julie Huffman
 Beneficiary Communications Coordinator

In last month's edition of *Selling Points* we addressed the correct way to complete a credit request. This month we are going to explain how to avoid needing a credit request all together. The key to this process is communication. This is the critical tool necessary to successfully fulfilling customer transactions.

Clerks need to confirm with customers what they actually want to purchase before interacting with the terminal. For example, a customer walks in and asks for 50 plays for Powerball®, you need to ask whether the customer wants 50 plays for one Powerball® drawing or 50 future individual plays for upcoming individual Powerball® draws.

Confirm. Confirm. Confirm.

If a customer is asking for a ticket without a play slip, confirm with them if that's what they want to purchase by repeating their order before interacting with the terminal. Then, always obtain payment from the customer before the final processing of the transaction.

We hope these examples will help your location to provide the best in customer service and make your valued time processing lottery products a success.

Meet Tina Tiny, of "Tiny Stories."



Thousands of people win the Lottery every year in South Carolina, but unless they win millions, it's like they don't exist — until now. I'm Tina Tiny, and I'm on a quest to uncover "tiny" lottery winners. In MY world, tiny is BIG, so stay tuned for "Tiny Stories" across South Carolina with me, Tina Tiny.

Encourage your lottery winners to share their story at TellYourTinyStory.com. More on "Tiny Stories" in next month's newsletter!

SPOTLIGHT

S&J Mart

By David Wayne, Upstate MSR

For the last 11 years Sejal and Jignesh Patel (pictured) have owned the **S&J Mart** in **Boiling Springs**. At S&J you find excellent customer service, friendly employees and lots of lottery tickets. They carry every lottery instant ticket available and also multiple options of the best sellers. The dispensers are always full and staff is always ready to help.

Every few months they give away a big screen TV. To enter, all you have to do is buy a lottery ticket. Last Christmas they gave away two TVs!

In the last two years S&J has had not one, but three \$250,000 winners! They've also had a \$20,000 win on an instant ticket and a \$30,000 Mega Millions® winner!

With over \$1.6 million in sales last year, the winners just keep coming. They post winning tickets all around the store, so customers can't say there aren't any winners.



"People like to see winning tickets," said Sejal. "The more they see the more they buy. We pay out every winning ticket up to \$500. We love to see our customers win."

New Games

Scheduled to launch Tuesday, February 11:



Scheduled to launch Tuesday, February 25:



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

TICKET Alerts

LAST DAY TO SELL

- Wed., February 5: 3-2-Won (#1097) & \$500 Instant Cash (#1146)
- Wed., February 12: \$1 Monopoly Jackpot (#1111), \$2 Monopoly Jackpot (#1112), \$5 Monopoly Jackpot (#1113) & \$10 Monopoly Jackpot (#1114)
- Wed., February 19: Winning \$250s (#1169)
- Wed., February 26: Neon Super 7 11 21 (#1120), Win Big (#1130) & Flash of Cash (#1140)

LAST DAY TO RETURN

- Fri., February 7: Neon 1s (#1093), Money Mania (#1107), EZ \$50s (#1124) & 777 (#1142)
- Fri., February 28: Wonder Buck\$ (#1135) & Color Me Rich (#1143)

LAST DAY TO REDEEM

- Tues., February 4: Mighty Jumbo Bucks (#1060), Loteria (#1092), \$250 (#1126) & Loose Change (#1115)
- Mon., February 10: Cash Madness (#1154)
- Tues., February 18: \$125,000 Bonus Play (1110)
- Tues., February 25: Crossword Lite (#1081) & In the Money (#1119)

- Dates Current as of 12/16/2019.