

SPOTLIGHT

Fast Fuel

By Britni Rushton, Upstate MSR

Fast Fuel in **Williamston** is definitely a hot spot for lottery players! This location has expertly used some of the “Best Practices” highlighted in this issue to increase their lottery sales.

For starters, long time clerks Katie, Ann and Vicki (pictured) always welcome new and returning players to their store. But that’s not all Fast Fuel is doing right.

Lottery players appreciate the store’s ticket dispensers are always full! The only time an empty slot exists is on a Tuesday, when they are waiting for new tickets to be delivered. They also always display their winner alert posters to show off all the winners they’ve had. This is a great advertisement to new players! And, if you have any tickets that need to be cashed in, they are always eager to do so!

Fast Fuel is the place to be! If you’re traveling through Williamston, stop in. They’d be happy to talk with you about their Lottery success!

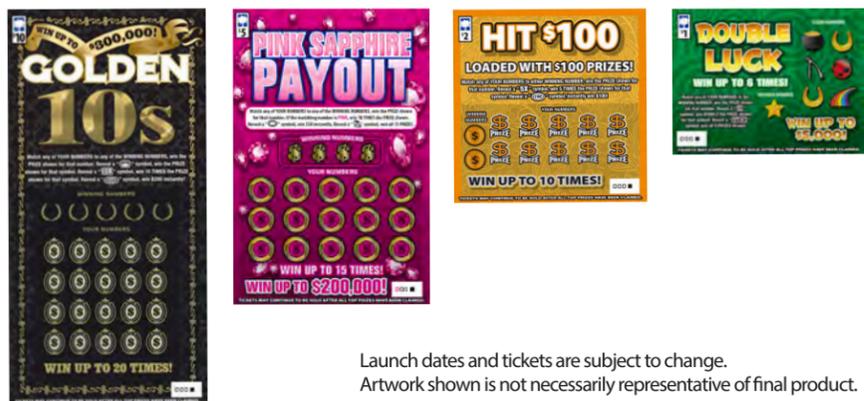


New Games

Scheduled to launch Tues., June 1:



Scheduled to launch Tues., June 22:



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

HOLIDAY CLOSING: Monday, July 5, 2021 - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Friday, July 2 will be delivered on Tuesday, July 6.

Ticket Alerts

LAST DAY TO SELL
 Wed., June 2: Lots of Cash (#1267) & Tic Tac Tripler (#1273)
 Wed., June 23: Loteria (#1252)
 Wed., June 30: Green Backs (#1199) & Space Invaders (#1246)

LAST DAY TO RETURN
 Fri., June 4: Giant Jumbo Bucks (#1195), Double Your Million! (#1241) & Jackpot Cash (#1285)
 Fri., June 11: Carolina Black Diamond (#1240)
 Fri., June 18: Loose Change Doubler (#1269)
 Fri., June 25: Hit \$250 (#1259)

LAST DAY TO REDEEM
 Tues., June 1: Fabulous Fortunes (#1200) & Wrapped in Gold (#1251)
 Tues., June 8: Hit \$50 (#1245)
 Tues., June 15: Bingo (#1202)
 Tues., June 22: Cash Line Crossword (#1220), Carolina Black Sapphire (#1237) & Junior Jumbo Bucks (#1253)
 Tues., June 29: \$250,000 Cash Bonus (#1232), Extra Play (#1244) & Stocking Stuffer (#1250)

-Dates current as of 4/23/21.

Selling Points

Lottery Retailer Newsletter

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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.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCSEL 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.

SCSEL 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



BEST PRACTICES

Fishing for ideas to improve your lottery sales? Bait your hook with the "Best Practices" in this issue and wait for a nibble.

Gather your crew and share our tips to help reel in increased lottery sales at your store.

These "Best Practices" are a lifesaver.

So, what's the catch? There isn't one.

You don't have to go overboard, just jump on in and give them a go. With a little practice and patience, you'll net some "reel" results.

Set sail to improve lottery sales when you...



ASK FOR THE SALE – Ask customers if they'd like to try a lottery ticket. You could earn a new player.



Say "Thanks" – Thank customers for playing and wish them good luck. They'll buy from you again.



Cash winning tickets – Paying winners means more money to spend in your store.



Recognize winners – Display winning tickets and winners' posters so customers know your store sells winning tickets.



Keep ticket dispensers full – An empty selling slot will cost you a sale. Keep dispensers fully stocked.



Update jackpot signs – Make sure Powerball® and Mega Millions® jackpot signs are correct. Sales increase as jackpots grow.



Set goals – Decide where you want your lottery sales to be a year from now and plan with your staff strategies to make it happen.

BEFORE YOU CAST

The same preparation that goes into getting ready for a fishing trip applies to selling lottery tickets. That's where this newsletter comes in handy. By staying informed about the Lottery's latest games, promotions, events and offerings, you'll be able to properly assist players. Players will frequent retailers who are knowledgeable and can answer questions correctly.



IMPORTANT MESSAGE

Due to the pandemic, the Lottery's Retailer Inventory Accountability policy was suspended. On July 1st this policy will be reactivated. All retailers will start with zero violations; however, any violation after July 1 will be counted and subject to the policy. Please review your internal processes to ensure that all instant ticket shipments are verified and any discrepancies are reported to Lottery Security. Also, ensure all staff knows that after the last day to sell a game, the inventory must be pulled from your dispensers. Your Lottery Rep will review the policy with you in June to assist in preparing your store for the reactivation.



Jumbo Bucks Series Gets a Makeover

The **Jumbo Bucks Series** of scratch-offs that has become a popular staple at your store is getting a brand new look this month. The updated design mimics actual dollar bills with the faces of Hamilton, Jackson, Grant and Ben Franklin.

These tickets sparkle too, thanks to copper LuxShimmer printing. And two of them got a fatter top prize. Players can now win up to \$250,000 on the \$5 Giant Jumbo Bucks game and up to \$375,000 on the \$10 Mighty Jumbo Bucks ticket.

What didn't change are the features your players have come to expect. The **Jumbo Bucks Series** of tickets are still loaded with prizes and a chance to find a JUMBO symbol for an even bigger payday.

Lucky for Life Game Ends June 28

The **Lucky for Life** game is ending in South Carolina on Monday, June 28, 2021. Please thank your **Lucky for Life** players for supporting this game that has created nearly six million winners in our state. And thank you for making all of these winning moments possible.