

SPOTLIGHT

Cruizers XIX

By Quinton Smith, Coastal MSR

Developing relationships with your customer base is vital and key to being successful in sales, no matter what you sell. This is absolutely the case with our lottery customers.

Very few South Carolina Education Lottery retailers understand this premise like Rudy and TK Patel, the owners of **Cruizers XIX** in **Florence**.

The owners have developed these lasting relationships not only in this store, but in three other locations in Florence County, all of which are in the Million Dollar Sales Club! Congratulations! Rudy, TK and the cashiers at all of their stores make sure that they interact with their lottery customers and provide exceptional customer service. They get to know their customers and their customers families as well.

Buying a lottery ticket from Rudy and TK is like buying a ticket from a family member.



Pictured are the owners family members and staff at the Cruizers XIX in Florence showing off their "We Sold a Winning Ticket Worth \$1 Million!" poster.

Recently the store celebrated selling a \$1 million top prize Double Your Million! scratch-off to a customer, but they made sure to thank ALL of their customers, not just the possible winner! Being ensconced in the community, such as they are, absolutely contributes to their exceptional lottery sales at each of their stores!

From selling Soul Food at their Cruizers XIII location, to delivering smiling faces and great customer service at the Cruizers VII and Kruzers XVIII, they continue to be a model of consistency, as well as being leaders in growing their store sales for each of their stores!

New Games

Scheduled to launch Tues., May 4:



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

HOLIDAY CLOSING: Monday, May 31, 2021 - SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 28 will be delivered on Tues., June 1.

Ticket Alerts

LAST DAY TO SELL

- Wed., May 5: Giant Jumbo Bucks (#1195), Double Your Million! (#1241) & Jackpot Cash (#1285)
- Wed., May 12: Carolina Black Diamond (#1240)
- Wed., May 19: Loose Change Doubler (#1269)
- Wed., May 26: Hit \$250 (#1259)

LAST DAY TO RETURN

- Fri., May 7: Queen of Hearts (#1192), King of Spades (#1193), Cherry Blast (#1242) & \$200K Cash (#1256)
- Fri., May 14: Lucky Win (#1233)
- Fri., May 21: Mighty Jumbo Bucks (#1228) & Money Bag Multiplier (#1258)
- Fri., May 28: Loteria (#1208), Carolina Black Emerald (#1238), Merry Money (#1249) & Hit \$100 (#1255)

LAST DAY TO REDEEM

- Tues., May 4: Wonder Woman (#1209) & Multiplier Money (#1247)
- Tues., May 11: Win It All (#1243)
- Tues., May 18: Hit \$500 (#1236)

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.



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 SCFL 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.

SCFL 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



PICK 3 **FIREBALL** **PICK 4**

GET READY FOR FIREBALL
NEW PICK 3 AND PICK 4 PLAY SLIPS WILL BE SHIPPED TO YOUR STORE FOR USE STARTING MAY 3. THE SHIPMENT WILL BE LABELED WITH A NEON STICKER. THE OLD PLAY SLIPS WILL NOT WORK AND CAN BE DISCARDED.

TELL PLAYERS TO DOWNLOAD OUR NEW PLAYERS' CLUB APP FOR TICKET CHECKING AND DIGITAL PLAY SLIPS!

Ignite More Pick 3 & Pick 4 Sales Starting May 3!

More sales. More wins. It's possible starting Monday, May 3, when Pick 3 and Pick 4 become **Pick 3 and Pick 4 plus FIREBALL**.

Your players will have questions.

What is FIREBALL?

FIREBALL is an add on to the Pick 3 and Pick 4 game. You can continue playing Pick 3 and Pick 4 just like you always have, but now you can add FIREBALL for more chances to win.

What does it cost?

Adding FIREBALL doubles the cost of each play. A \$1 wager with FIREBALL costs \$2.

How do you play?

Pick numbers like you always have and select "ADD FIREBALL" on the play slip. You can add FIREBALL to any play type. After every Pick 3 and Pick 4 drawing, one FIREBALL number (0 to 9) will be drawn and apply to both games. With FIREBALL, you can replace any one of the numbers drawn with the FIREBALL number to create FIREBALL prize winning number combinations. If your numbers match any of the FIREBALL winning combinations, you win.

What can I win?

You could win anywhere from \$15 up to \$5,400 by adding FIREBALL. There are multiple ways to win. A handout in our play station lists ALL the FIREBALL prizes, take one and look it over.

You might have questions.

How do I sell my first ticket with FIREBALL?

It's easy. From your lottery terminal screen, select the options you normally do to sell a Pick 3 or Pick 4 ticket. You'll notice a new box labeled "FIREBALL." If a player requests FIREBALL, change the default "NO" to a "YES." If using a play slip, check to make sure the player has marked "ADD FIREBALL" in the orange box. If shown a digital play slip, simply scan the code on your player's smart phone or device.

When do sales start?

FIREBALL sales start at midnight on Mon., May 3.

Your Marketing Sales Representative is standing by to answer any questions you might have. Get fired up and ready to ask ask for the sale with FIREBALL.



Mark Your Calendars for 7/11/2021

Make plans now to join us on Sunday, July 11, 2021, for a Facebook Live event featuring cash prizes in honor of the Lottery's **7-11-21® LIVE!** scratch-off.

The **7-11-21® LIVE!** scratch-off will be arriving in stores on Tuesday, May 4. Your players can win up to \$30,000 on this vibrant, \$2 ticket, our first printed in HD.

A call out on the ticket to "**Watch the 7-11-21® Livestream on July 11, 2021, for a chance to win up to \$7,777!**" will have buyers asking "How do I enter?" Your response: "Visit the Lottery's Facebook page at 7:11 p.m. During the 21 minute broadcast, leave a comment with your favorite or lucky number for a chance to win a cash prize. Ten winners will be selected. No purchase is necessary."

Interested players can follow us on Facebook. We'll have more details for you in July's newsletter.

THIS COULD BE YOUR PUP!
SUBMIT ONLINE
5/10 - 5/23
WIN UP TO \$30,000!

Calling All Dog Lovers

Tell your customers their precious pups could be featured on our \$2 **Happy Pawlidays** scratch-off ticket coming out in October. Interested participants simply need to submit a photo of their dog at sceducationlottery.com from May 10-23 for a chance to win a pet friendly gift card. The public will vote on their favorites the last week of May. The top 9 dogs will be photographed to appear on the **Happy Pawlidays** scratch-off!