



# 20 YEAR RETAILER SPOTLIGHT

## Amoco Express

By Rodney Rogers, Coastal MSR

Welcome to one of my most successful lottery retailers, **Amoco Express** in **Marion**. Co-owners Ray Little and Evelyn Stuart began their partnership with the Lottery in 2002.

During the last 20 years they attribute their success to four key factors:

1. Their dedicated customers;
2. Their extremely dedicated employees who are willing to take time to help customers;
3. Keeping dispensers full at all times; and
4. Paying out winning tickets that are sold.

The co-owners agree that the one thing that really stands out is making sure you are very respectful to each and every customer, because having repeat business will always lead to success.

Way to go, Amoco Express! If you are ever in the Marion area, they invite you to drop in for a visit.



Amoco Express Owner Ray Little

## New Games

Scheduled to launch Tues., December 6:



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

**Gift Responsibly**  
*Lottery tickets  
aren't child's play*



Message brought to you by the National Council on Problem Gambling.

**HOLIDAY CLOSING: Fri., Mon., & Tues., December 23, 26 & 27, 2022** - SCEL 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 Thurs., Dec. 22, will be delivered on Fri., Dec. 23.

**Fri., December 30, 2022 & Mon., January 2, 2023** - SCEL's ticket warehouse will be closed on Fri., Dec. 30 and SCEL will be closed on Mon., Jan. 2 to observe New Year's Day. Tickets ordered on Thurs., Dec. 29 will be delivered on Mon., Jan. 2.

## Ticket Alerts

### LAST DAY TO SELL

Wed., December 7: Retro Riches (#1388)  
Wed., December 14: Hit \$50 (#1385), Hit \$250 (#1397), Hit \$100 (#1406), Palmetto Cash 5 (#1402) & Color of Money (#1407)  
Wed., December 28: Payday Bonus Play (#1387) & Ca\$h Flow (#1432)

### LAST DAY TO RETURN

Fri., December 2: Hit \$500 (#1376) & Carolina Gold 20X (#1390)  
Fri., December 16: Wild Win! (#1374) & Money Bag Bonus (#1398)  
Fri., December 30: Super Cash Bonus (#1348) & Bingo Squared (#1358)

### LAST DAY TO REDEEM

Tues., December 6: Jumbo Bucks (#1297), \$300 Grand (#1350) & Quick 6s (#1381)  
Tues., December 13: Lucky No. 7 Doubler (#1362)  
Tues., December 20: Cash Frenzy (#1324) & The Big \$pin (#1328)  
Tues., December 27: \$50, \$100 or \$200 (#1359)

-Dates current as of 11/14/22.

# Selling Points

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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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**Happy Holidays!** — Before we say farewell to 2022, we want to recognize two special retailers on Two Notch Rd. in Columbia. They demonstrated incredible creativity and out-of-the-box thinking this year that might just inspire your next big idea.



**2022 took an exciting turn for the folks at King Fuel when the owner’s wife, Pinky Patel, sold a ticket worth \$1 million.**

Pinky sold the life changing scratch-off to a customer, who stopped in the store on her way to work. The winner told lottery officials that she had visited the store on Two Notch Rd. in Columbia on other mornings too, and that Pinky and her husband KP were always so nice to her.

On that particular morning, the customer left with three tickets and didn’t scratch them until she got to her desk. “It was the biggest surprise of my life,” the winner said. She cashed in the \$1 million ticket on her lunch hour earning King Fuel a \$10,000 commission for making the sale.

“We are so proud that we sold that ticket,” said KP.

Things began to change at the store. King Fuel (Krishnaprapti LLC) earned lucky status in August, just 13 months after obtaining their license to sell lottery tickets. Sales were starting to trend up before the big win, in part because they went from a 48 to a 60 game dispenser. KP says that decision gave his customers more choices. And after news of the \$1 million win spread, more players started choosing to buy their tickets from KP.

“People say this is a lucky store, and new people are coming to play,” said KP. “We want to see our sales go up and up.”

To spread the word, KP had an idea. He designed and hung a sprawling banner that reads “\$1 MILLION WINNER SOLD HERE” touting the win to the right of the store’s entrance. Another banner hangs by the road. KP paid for both banners himself and installed them himself.



Top photo: Pinky Patel Bottom photo: KP Patel

“Maybe people will see it and know,” he said, and come inside the take a chance. And while they are there, maybe they will buy something else too. “I have a lot of items in my store,” said KP. “It’s like a mini Walmart, you can get everything you need here.”

**The Lottery has gone high tech at Two Notch Mart in Columbia. And players like it.**

It’s been a two year transformation dreamed up by owner Parag Patel. Parag saw an opportunity to improve the lottery buying experience with the addition of television screens. A big screen at the front of his store displays the scratch-offs for sale. And recently, he added a second, smaller screen in the back that displays draw results.

“I wanted to try something different, that was attractive and interesting for our customers,” Parag said.

His store was the first one in Columbia to have a television that pictures scratch-offs. He installed the 75-inch TV himself a little over a year ago and pays a vendor for the service. He tried the TV in three different places before settling on a spot to the left of his counter where it hangs suspended from the ceiling. With the TV up, he moved the ticket dispensers off the counter.

“With the ticket display on the counter, it blocked us from the customers,” Parag said. “Now we can see each other, talk and recommend tickets.”

Customers are also enjoying the second TV he put up in August that shows the Lottery’s most recent draw results. It’s located in the back of the store and mounted vertically above two tables with chairs by the Lottery’s ticket checker and play station. It’s a lottery nook of sorts.

“It’s an area where players can sit down and pick their numbers and check their tickets,” Parag said. “We can sit with customers and explain the play slip and how the games work.”

He’s even found a tech savvy way to “Ask for the Sale.” If you’re in the store for more than five minutes, you’ll hear the Powerball® and the Mega Millions® jackpot announced over a speaker. It sparks interest in the games, especially when the jackpots are up says Parag.

At the heart of all the upgrades is Two Notch Mart’s desire to provide the best customer service possible. Parag, his wife Janki, along with store employees Hanisha and Guatam work hard to keep their customers happy by delivering quick, friendly service. The technology is just an added bonus. “Why are we successful? We provide whatever are customers ask for,” Parag said.



Top photo: Parag Patel, Janki Patel & Hanisha Dolia Bottom photo: Owner Parag Patel

**Special thanks to the Lottery’s Kimberly Smith for contributing to this story.**