



20 YEAR RETAILER SPOTLIGHT

Sligh's Superette

By Tilicia Mitchell, Midlands MSR

Welcome to **Sligh's Superette** in **Prosperity**. A place where you will be greeted with smiling faces and some good ole southern hospitality. Everyone is family. Owners Donna Frick and Barbara Long have been partners with the Lottery since 2002.

Their secret to being a successful lottery retailer is:

- Service with a smile from Donna, Barbara, Melissa and Collin;
- Being able to explain how to play lottery games;
- Making sure dispensers are full;
- Paying out winning tickets;
- Following policies and procedures;
- Submitting renewal applications in a timely manner; and
- Having fun.

Their most exciting moment was the day they sold a winning Carolina 5 ticket. A local customer saw the winning numbers in the newspaper and could not believe it. She called the store in disbelief and asked them several times to repeat the numbers. The owners remember the customer holding that ticket in the air saying "one of these days" as she left the store. She won \$100,000!



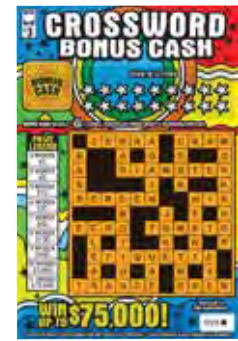
Pictured are Collin, Melissa and Donna of Sligh's Superette.

New Games

Scheduled to launch Tues., February 1:



Scheduled to launch Tues., February 22:



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 2: Junior Jumbo Bucks (#1296), Double Luck (#1308) & Lucky Numbers (#1342)
 Wed., February 9: Bonus Star Bonanza (#1332)
 Wed., February 23: Lucky Stars (#1335) & Triple Red 777s (#1345)

LAST DAY TO RETURN
 Fri., February 25: Wild Cherry Doubler (#1290)

LAST DAY TO REDEEM
 Tues., February 1: Money (#1248) & Road to Riches (#1272)
 Tues., February 8: Pink Sapphire Payout (#1310)

-Dates current as of 1/4/22.

Selling Points

Lottery Retailer Newsletter

February 2022 Vol. 22, No. 8

sceducationlottery.com



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.



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Reminders

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

SCCEL 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: Contact Your MSR
- 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



HOW TO
ASK FOR THE SALE

CASH POP is Worth Talking About

CASH POP is here! And right now is the perfect time to introduce your customers to this one number, daily draw game.

Here's some conversation starters to help you break the ice and sell more CASH POP tickets:

WANT TO TRY A NEW LOTTERY GAME YOU CAN PLAY FOR JUST \$1?

Trying new things is fun. So while CASH POP is fresh, ask customers if they'd like to give it a try. The price is great too. Starting at \$1, it's an affordable entertainment option.

HAVE YOU PLAYED CASH POP, IT'S SO EASY?

The directions are simple. Pick a number from 1 to 15. If the number you pick matches the one number drawn by the Lottery, then you win the prize shown on your ticket. It's that easy. This makes CASH POP a great option to offer first time lottery players and scratch-off players who don't typically buy draw games.

CASH POP HAS GREAT ODDS. WANT A TICKET?

CASH POP's overall odds of winning are 1 in 15. And you can play all 15 numbers (or POPs) to guarantee a win. As a retailer, this is an upsell opportunity to encourage players to purchase more POPs for different prizes and improved odds of winning.

LIKE A CASH POP TICKET WITH YOUR PICK 4?

CASH POP is drawn twice a day at 12:59 p.m. and 6:59 p.m., just like Pick 3 and Pick 4. For players, that's more chances to win. For you, that's more opportunities to grow commissions and attract players to the game. Players will also like to hear that most CASH POP prizes can be cashed in your store.

To recap, let customers know that CASH POP is new, simple to play, has great odds and draws daily. These characteristics are appealing to current players and new players, so don't hesitate to ASK FOR THE SALE on this one.



A New Take on a Lottery Favorite

On February 1, two tickets will be taking the place of one! \$50, \$100, or \$200 and \$100, \$200, or \$300 will be the newest tickets to place in your oversized dispensers. These tickets play similarly to our customer favorite, \$50 or \$100, and offer exclusively the prizes noted in the game names! The ticket designs are made to look great standing side-by-side in your dispenser. Encourage your players to play both tickets and decide which one they like best!



3 Times Lucky is Next Anniversary Ticket

3 Times Lucky is the newest game available for entry into the 20th Anniversary Second-Chance Promotion! This player favorite has been redesigned with a fun, new look but has the same prizes and play style your players love. Players can enter their non-winning 3 Times Lucky tickets via the Players' Club App or at sceducationlottery.com. Reminder that 20 winners of \$2,000 each will be selected each month of 2022!