

Dev's Liquor Store

By Michael Robertson, Coastal MSR

Opening a new business can be a daunting task, but when you have 20 years of retail experience and provide great customer service it can also be very rewarding. Tarak Patel did just that when he opened **Dev's Liquor Store** on **Johns Island** in 2018.

Tarak's vision for his business: Make his customers feel special by having a smile and a warm greeting.

His staff was able to earn the confidence of their Lottery players by doing three things: 1) Have an outstanding knowledge of the games offered and always display new games; 2) Always pay out winners up to \$500 so they don't go elsewhere to collect their winnings; and 3) Learn the names of return players to make them feel right at home.

When Tarak (pictured) purchased the liquor store, Lottery was not sold at the store. He knew by providing outstanding customer service his store would be THE place to go for Lottery on Johns Island. Starting lottery sales at a new location and establishing yourself as a top lottery location can be difficult. Tarak and his team did an amazing job and earned the Million Dollar Retailer Badge in two years.



Whether you are a new player trying to cash in on a big grand prize or a seasoned player, Tarak along with Dhruv, Kajal, and Moses Patel will always make you feel welcome and provide great service with a smile!

New Games

Launches Tues., June 6:



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

Launches Tues., June 20:



Ticket Alerts

LAST DAY TO SELL
 Wed., June 14: Bonus Match Bingo (#1403), \$30,000 Bonus Match (#1428), Hit \$50 (#1440) & Hit \$500 (#1443)
 Wed., June 21: Wild Luck (#1455) & Crazy Luck (#1457)
 Wed., June 28: \$1,000,000 Bonus Multiplier (#1457)

LAST DAY TO RETURN
 Fri., June 2: Money Mania Extra Play (#1417) & \$200,000 Holiday Jackpot (#1437)
 Fri., June 16: Ultimate Riches (#1444)
 Fri., June 23: Loteria (#1349) & Lady Luck (#1439)
 Fri., June 30: \$500,000 Multiplier Money (#1431)

LAST DAY TO REDEEM
 Tues., June 20: 3 Times Lucky (#1370), Instant Win (#1386), Clemson Jackpot (#1419) & Carolina Jackpot (#1420)
 Tues., June 27: Carolina Super Cash (#1448)

-Dates current as of 5/10/23.

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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HOLIDAY CLOSING: Tuesday, July 4, 2023 - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Monday, July 3 will be delivered on Wednesday, July 5.

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



EXPERIMENT WITH ASKING FOR THE SALE

Let's try an experiment.

Ask the next five customers in line if they would like to try a lottery ticket, and see what happens. The results might surprise you.

Lottery tickets are often impulse purchases, which means if you ask a customer if they would like to buy a scratch-off or play their lucky numbers, they might just take you up on your offer. Some folks won't, but don't let the "noes" discourage you from asking the next person in line if they would like to try a new lottery game or play for a multi-million-dollar jackpot. Stay positive and keep trying. The "yeses" will make it worth it.

STEP ONE

To set up the experiment, first come up with the question you are going to ask. You can use any of the following sample questions or you can put your own spin on it by coming up with a question that suits your store:

- Did you hear we sold a winning lottery ticket? What to try one?**
- Would you like a Powerball ticket today?**
- Tonight's jackpot is more than \$XX million. Interested in a ticket?**
- What to try your luck with a \$1 scratch-off?**
- What to play your lucky numbers today?**
- Would you like a lottery ticket with your change?**

STEP TWO

Now is the time to smile, relax and give it a go. The first time you ask a customer if they would like to try a lottery ticket will be the hardest and most awkward, but by the fifth attempt it will be much easier. Along the way, take note of how many customers say "Yes" versus "No," that way you know how things are progressing. And don't worry if you hear more "noes" than "yeses" at first, because this is only an experiment.

STEP THREE

Keep the experiment going by trying out different questions on a new set of five customers. This will help you narrow down which questions work best for you, and are the best received by your customers.

Once you find your groove, the more comfortable and confident you'll become asking for the sale. You've got absolutely nothing to lose. Asking for the sale is easy. It doesn't cost you anything, and it takes very little time. Plus, it's fun!

STEP 4

And don't forget to wish players "Good Luck" with their tickets, and be sure to let us know your final results.



IT'S BONUS SCRATCH TIME

We've said it before, but everyone likes more, and the Lottery's newest series of scratch-off games delivers. With the Bonus Scratch series, players can play the front of the ticket as usual AND then flip the ticket over for an additional "bonus" scratch on the back. You'll get your first look at these game on Tuesday, June 6.

At four price points, \$1, \$2, \$5 and \$10, there's a Bonus Scratch opportunity for every budget. And the ticket's name gives the top prize away. So encourage players to give \$5,000 Bonus Scratch, \$30,000 Bonus Scratch, \$200,000 Bonus Scratch and \$300,000 Bonus Scratch a try.

\$5,000 Bonus Scratch - Top Prize Odds: 1 in 420,000. Overall Odds: 1 in 4.80.
 \$30,000 Bonus Scratch - Top Prize Odds: 1 in 480,000. Overall Odds: 1 in 4.41.
 \$200,000 Bonus Scratch - Top Prize Odds: 1 in 750,000. Overall Odds: 1 in 3.97.
 \$300,000 Bonus Scratch - Top Prize Odds: 1:960,000. Overall Odds: 1 in 3.56.