



Manager Mary Vause

## FEATURED RETAILER

# Scotchman #17

By Travis Shealy, Coastal MSR

When Mary Vause took over as manager of **Scotchman #17** in **Georgetown** in early 2008, she had a lofty goal. She wanted her store to become a member of the exclusive "Million Dollar Sales Club."

Vause pursued this goal by focusing on her customers. She began asking for the sale and willingly punching in numbers for players. She pulled her play station out of the back and placed it in the front of the store. As Vause's customer base grew, she increased her instant ticket slots, so she could carry every ticket the Lottery offers. She began posting winners' fliers at the front of her store where they could easily be seen by everyone who enters. She added so many winners' fliers that the store essentially has lottery wallpaper.

When Georgetown County issued an outdoor sign ordinance that threatened her lottery sales, Vause didn't bat an eye. She simply requested custom indoor signage to continue promoting the Lottery.

When the latest Million Dollar Sales Club list was unveiled, Vause's hard work paid off. Scotchman #17 was on the list in the #26 spot with sales in excess of \$1.2 million! Reaching her goal hasn't made Vause complacent. She continues to focus on her customers.



AM PM Food Mart 4, Columbia – Preeti  
 Hess Express #40373, North Charleston – Kim & Missy  
 Quick Pantry 32, Williston – Minesh & Dolly  
 Alhanik LLC, Columbia – Sadeq