

# SELLING Points

LOTTERY RETAILER NEWSLETTER | December 2016 Vol. 17, No. 6



[sceducationlottery.com](http://sceducationlottery.com)



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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.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949



# Reminders

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

SCEL 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.

Oversized tickets 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 oversized tickets.

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

**Intralot Help Desk:** 1-877-500-5202

**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](http://www.sceducationlottery.com)

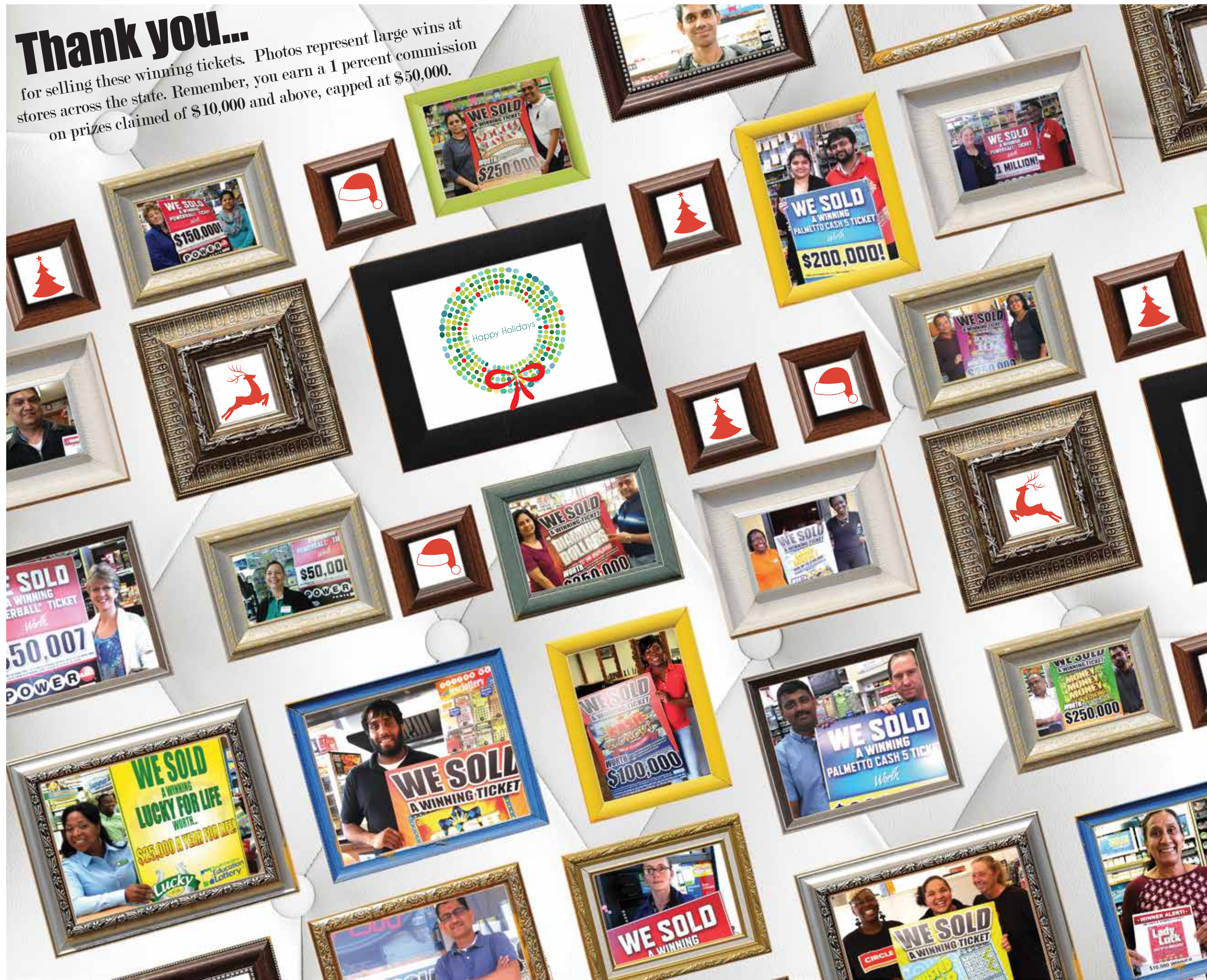
Please Play Responsibly!

[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



# Thank you...

for selling these winning tickets. Photos represent large wins at stores across the state. Remember, you earn a 1 percent commission on prizes claimed of \$10,000 and above, capped at \$50,000.





## SPOTLIGHT

# Murphy's Express #8538

By Kimberly Smith, Midlands MSR

**Murphy's Express #8538** on Killian Rd. in **Columbia** is one of 56 locations under Murphy USA, Inc. in SC. Murphy USA believes the most important mile is the one you're on. The company focuses on setting the standard for extraordinary service, great prices and high-quality fuel products. This location is managed by Edwin Knight. "Ed," as he is affectionately known to his staff and customers, moved here from Kentucky in 2009 to become manager of this brand new location.

Knight says lottery sales have made a big impact on his store, earning him a spot as the top retailer among all Murphy USA's locations nationwide. Knight has been recognized three years in a row at Murphy USA's annual sales convention in Florida. During registration one year, Knight was surprised with an upgraded VIP Suite as a show of appreciation. Knight's secret is a welcoming staff willing to assist customers. They are diligent in asking for the sale and making customers feel welcomed and appreciated. They brainstorm ways to help maximize sales and support customer engagement. The staff is well organized towards maintaining top prize remaining stickers on each ticket, keeping ample supplies in stock and ensuring that all games are available for customers.



Assistant Managers Rayna Clugston and Solomon Lewis do an amazing job keeping track of all things Lottery at Murphy's Express #8538 in Columbia. This duo is the reason this location is tops in lottery sales.

## 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.

## TICKET Alerts

### LAST DAY TO SELL

- Wed., December 7: Mega Bucks (#795)
- Wed., December 14: 7/11/21 (#870)
- Wed., December 21: Double Jackpot (#839)
- Wed., December 28: Cash Reserve (#863) & Gold Rush (#869)

### LAST DAY TO RETURN

- Fri., December 9: \$200 Frenzy (#848)
- Fri., December 16: \$250,000 Jackpot (#815)
- Fri., December 30: Money Puzzle Gold (#861)

### LAST DAY TO REDEEM

- Tues., December 6: Mighty Jumbo Bucks (#790), Lucky 7 (#831), Joker's Wild (#837) & Quarter Million Dollar Cashfall (#840)
- Tues., December 13: Tic Tac 2s (#827) & Cash Blowout (#835)
- Tues., December 20: Gold Millions (#826)
- Wed., December 28: Bankroll (#834), Diamond Dollars (#845) & \$100 Frenzy (#847)

- Dates Current as of 10/27/2016.

**HOLIDAY CLOSING: Fri., Mon., & Tues. December 23, 26, & 27:** 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.

**Mon., January 2, 2017:** SCEL & UPS will both be closed on New Year's Day. Tickets ordered on Fri., Dec. 30 will be delivered on Tues., Jan. 3, 2017.