

# SELLING Points

Lottery Retailer Newsletter | February 2018 Vol. 18, No. 8



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

## BEST PRACTICES

Take the first step to improve your lottery sales. And while the journey can be long and winding, the “Best Practices” in this issue will help you on your way. So let’s go, the Emerald City awaits.



*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, 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.

 South Carolina  
Education  
Lottery®

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)



**Set off to improve sales...**

Dorothy, the Tinman and the Wicked Witch of the West all had goals...to get home, get a heart and get back those ruby red slippers. Goals don't always work out, but without them you are just standing around waiting for something good or bad to drop from the sky. If you are ready to work toward improved lottery sales, give the tips in this issue a try...and soar above the rest.

**BEST PRACTICES**

- ASK FOR THE SALE
- SMILE
- SAY "THANKS"
- RECOGNIZE WINNERS
- SET GOALS
- CASH WINNING TICKETS
- UPDATE JACKPOT SIGNS

Share your successes with us by calling 1-866-736-9819 during regular business hours and asking for the *Selling Points* editor. We'd love to hear from you!

**UPDATE on New Online Lottery System:** In 2018, SCEL will be converting to a new online lottery system provided by our new online vendor IGT Corporation. As part of the conversion process, your Lottery Sales Rep will be providing details for the installation of a new lottery terminal package and lottery communications equipment.

To be able to sell tickets on the new system, these installations must occur in advance of our conversion date (which will be announced later) and will require having your current lottery equipment as well as the new lottery equipment installed in your store at the same time; however, this will be a temporary situation but it is a critical requirement for a successful conver-

sion for you and SCEL. After conversion, our current vendor, ILOT, will retrieve all old equipment from your location as quickly as possible.

The South Carolina Education Lottery is committed to delivering the best service possible to our retailers. We will continue to provide details to you as we approach our conversion go live date to make this transition as seamless as possible. Soon you will also be receiving information on statewide terminal training that will be offered to all of our retailers to prepare for the new equipment and system. Thank you in advance for your patience as we go through this process together and please do not hesitate to contact your Lottery Rep if you have any questions.

## Back by Popular Demand, Lottery's Palmetto Cash 5 10X Promotion Returns!

Palmetto Cash 5 10X is back! For a limited time, Palmetto Cash 5 players can once again Power-Up for a chance to win up to \$1 MILLION!

During the **Palmetto Cash 5 10X® Promotion** starting on Sunday, February 4, the traditional "5" Power-Up multiplier will be replaced with a promotional "10" multiplier. To win \$1 MILLION, players must match all five numbers drawn and have purchased Power-Up when the "10" multiplier is selected. The 10X® Promotion ends on Saturday, June 30. Until then, all Power-Up prize tiers will be multiplied by 10 when the "10" ball is drawn.

Be sure to ask your customers if they would like to Power-Up for an extra dollar to multiply their winnings up to 2, 3, 4, or 10 times! **Sell a \$1 million winning Palmetto Cash 5 ticket and your store earns a \$10,000 commission when the prize is claimed.** Let's make some millionaires with Palmetto Cash 5!

**Theres no place like home. For a limited time, players can play our homegrown Palmetto Cash 5 game for a chance at up to \$1 MILLION!**





## SPOTLIGHT

# Fuel Express

By Kevin Tawes, Coastal MSR

*A Picture of Excellence:* **Fuel Express** located in **North Charleston** has been an excellent lottery retailer for many years. They have been number one in Charleston County for the past few years and continue to compete weekly at being number one in the state.

Battling for the top spot is not easy. It takes hard work by many different employees to keep up the consistency of selling lottery tickets throughout the day. Fuel Express is a 24-hour operation, and they always have at least two clerks working to cater to their customers. Averaging lottery sales of \$73,000 a week requires non-stop customer service.

Here are three best practices that have contributed to their success:

1. They pay out all winners up to and including \$500;
2. They keep their dispensers full at all times; and
3. They keep players informed of our new games that come out monthly.

Many retailers already follow these three keys and are enjoying the results. If you strive for EXCELLENCE follow these three steps and I am sure you will succeed!



Pictured left to right are MSR Kevin Tawes and Abi Patel of Fuel Express.

## New Games

Scheduled to launch Tues., February 6:



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

Scheduled to launch Tues., February 27:



## TICKET Alerts

### LAST DAY TO SELL

Wed., February 7: Neon 9 (#951), Big Money Maker (#962) & \$125,000 Large (#973)

Wed., February 21: Lucky Spot (#937)  
Wed., February 28: Bingo Plus (#879) & Mega Cash (#947)

### LAST DAY TO RETURN

Fri., February 9: 3 Times Lucky (#877)  
Fri., February 16: Money Madness (#865), \$50 in a Flash (#940) & \$200 in a Flash (#942)

### LAST DAY TO REDEEM

Tues., February 6: 7X The Money (#939)  
Tues., February 20: Giant Jumbo Bucks (#864) & Wealthy Winnings (#926)  
Tues., February 27: Graffiti Cash (#917)

- Dates Current as of 1/8/2018.