

SELLING Points

LOTTERY RETAILER NEWSLETTER | February 2019 Vol. 19, No. 8



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.

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: 1-866-737-7235 (Option 1)
 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



BEST PRACTICES

Fishing for ideas to improve your lottery sales? Bait your hook with the "Best Practices" in this issue and wait for a nibble. Drop anchor and cast.



Set sail to improve sales...

Gather your crew and let this school of fish teach you some tricks to reel in increased lottery sales. These "Best Practices" are a lifesaver. So what's the catch? There isn't one. You don't have to go overboard, just jump on in and give them a go.

With a little practice and patience, you'll net some "reel" results.



Your players are going to LOVE these new games!

By Leila Wilson, Product Specialist

Goodbye January, Hello February!

And with February comes thoughts of love...and you and your players are going to LOVE, LOVE, LOVE the South Carolina Education Lottery's newest games, starting with the \$10 "**\$500 FULLY LOADED**" instant ticket. Launching Tuesday, February 5, this ticket is absolutely LOADED with \$500 prizes and is the perfect Valentine's Day gift suggestion to share with your customers.

And if that isn't enough to warm the heart, well, here comes more!

The new \$10 "**\$50 and \$100 Blowout**" game launches on Tuesday, February 26 to round out the February fun. This game is loaded exclusively with \$50 and \$100 prizes.

Both of these games are sure catch a player's eye, so be sure to ask for the sale with these.



What? No break-even prizes. That's crazy, no, that's Cash Craze 7s!

And that's not all. Add in the new \$5 "**Cash Craze 7s**" with no break-even prizes, and you have yourself a perfectly exciting segue into March...stay tuned for more fun to come when March marches in with sparkles in her eyes!



SPOTLIGHT

Palmetto Express

By Monique Burgess, Coastal MSR

"Operation Best Practices" are always in play at **Palmetto Express** in **Conway**. This is even more so when it comes to selling lottery products. Shamil (Sam) Patel and his wife Megha (pictured right) make sure their customers have a quality lottery experience from start to finish. For starters, they don't skimp on the instant offerings, they not only have the "Top 24" games available but also the older tickets that may not be as hot. They continue to push sales and give life for these older tickets too. Their dispensers are full and properly displayed with the oldies but goodies and the latest and greatest.

At Palmetto Express you are always welcome to cash in your winnings, no matter where you bought your ticket, both online games and instant tickets. Sam and Megha believe that great follow thru, from the purchase to the cash-in, is key to building and retaining customers. Lottery Friendly is definitely the atmosphere you'll find at Palmetto Express!



New Games

Scheduled to launch Tuesday, February 5:



Scheduled to launch Tuesday, February 26:



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 6: Quick Cash (#964),
Win It All (#984), Money Bags (#1007)
& Million Dollar Multiplier (#1055)
Wed., February 27: #scratch (#1032) &
\$250,000 Bonus Cash (#1035)

LAST DAY TO RETURN

Fri., February 1: Money Puzzle Plus
(#1039)
Fri., February 8: Lucky \$500 (#1054)
Fri., February 15: Easy As 1-2-3 (#1016)
Fri., February 22: Giant Jumbo Bucks
(#955) & Wild Numbers 5X (#1018)

LAST DAY TO REDEEM

Tues., February 12: Loteria™ (#910)
Tues., February 19: Double Doubler
(#975) & 4 Way Cash (#976)
Tues., February 26: Super 7 11 21™
(#1027)

- Dates Current as of
1/2/2019.