

SELLING Points

LOTTERY RETAILER NEWSLETTER | January 2016 Vol. 16, No. 7

sceducationlottery.com



LUCKY FOR LIFE TURNS ONE!

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 about this publication, 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.



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

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.

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

Please Play Responsibly!
www.PlayResponsiblySC.com



LUCKY FOR LIFE TURNS ONE!

1 MILLION
 South Carolina
WINNERS!

DRAWINGS MONDAY & THURSDAY at 10:35 P.M.

Overall Odds: 1 in 7.77. Top Prize Odds: 1 in 30,821,472.

Happy 1st Birthday, Lucky for Life

Can you believe it's been a year since you started selling **Lucky for Life** tickets?

In the coming months, the \$2 game with a \$1,000 a day for LIFE top prize and incredible odds is increasing its reach and expanding into six more states. A new, national advertising campaign is to follow.

Here in South Carolina, the "game of a lifetime" has done well.

Did you know we've had one million winners, one winning \$1,000 a day for LIFE and another winning \$25,000 a year for LIFE? Through October 31, \$6.7 million in prize money has been won by Lucky for Life players. And retailers, YOU've earned more than \$1 million in commissions off ticket sales.

But with a game as attractive as Lucky for Life, these numbers should be even higher. To start growing your 2016 Lucky for Life sales, talk up the advantages of playing, and there are many.

A LIFETIME OF RICHES

For starters, the "for life" prize is special. Not only can players win a \$1,000 a day for LIFE top prize, but your players could also win a \$25,000 a year for LIFE second tier prize. The winners can choose between an annuity

paid out over the winner's natural lifetime or a one-time cash payment. And the annuity prizes are guaranteed for a minimum of 20 years!

I'LL TAKE THOSE ODDS

Consider this, the odds of winning a Powerball® jackpot are about 1 in 292 million. The odds of winning \$1,000 a day for LIFE playing Lucky for Life are 1 in 31 million. That's more than nine times better! For \$2, Lucky for Life offers even better odds of winning \$4, at 1 in 32.

EASY DOES IT

Playing Lucky for Life is so easy. Players can simply pick 6 numbers or go for an effortless quick pick. And prizes are set, so there are no rolling jackpots to keep track of.

Lucky for Life can be a real winner for your store! And, don't forget to ASK FOR THE SALE on this one!



FOLLOW US.
It's FREE. And It's FUN.

Twitter
 @sclottery

A New Year Rolls In

HAPPY NEW YEAR 5 Steps to Increase Your 2016 Lottery Sales

New Year's Resolutions, we all make 'em, and we all break 'em. Getting a resolution to stick requires effort and a good plan. So if you're ready to start growing your 2016 lottery sales, keep reading for our "Five Steps to Sales Success."

- 1. Set a goal.**
If you are serious about increasing sales, set a goal! Implement strategies that focus on increasing lottery sales. One simple strategy is to "Ask for the Sale." So make the commitment and get your lottery sales rolling!
- 2. Start small.**
Taking baby steps will make accomplishing your goal more manageable. Let's say you want to increase Lucky for Life sales. You could start by asking 10 customers a day if they would like to buy a ticket. Try that for a week and then up the number to 20 customers a day for a week. Once you have the hang of it, you can mix it up. On draw days, Mondays and Thursdays, ask every customer if they want a ticket for that night's drawing.
- 3. Talk about it.**
Sharing your progress with supportive coworkers, family, friends, and of course, your Lottery Sales Representative is a good strategy. They can provide encouragement, helpful advice and keep you focused.
- 4. Keep trying.**
If you don't see big results quickly, keep trying and you will reach your goals.
- 5. Reward yourself.**
When you see an increase in ticket sales, treat yourself! Celebrate your successes, big and small. You will be rewarded with higher retailer commission with 7 percent on those higher sales!

And keep us updated on your progress! We would love to feature YOU in an upcoming issue of *Selling Points*! This month's retailer spotlight on the back page features a success story you should read!

SPOTLIGHT

Breakers 179

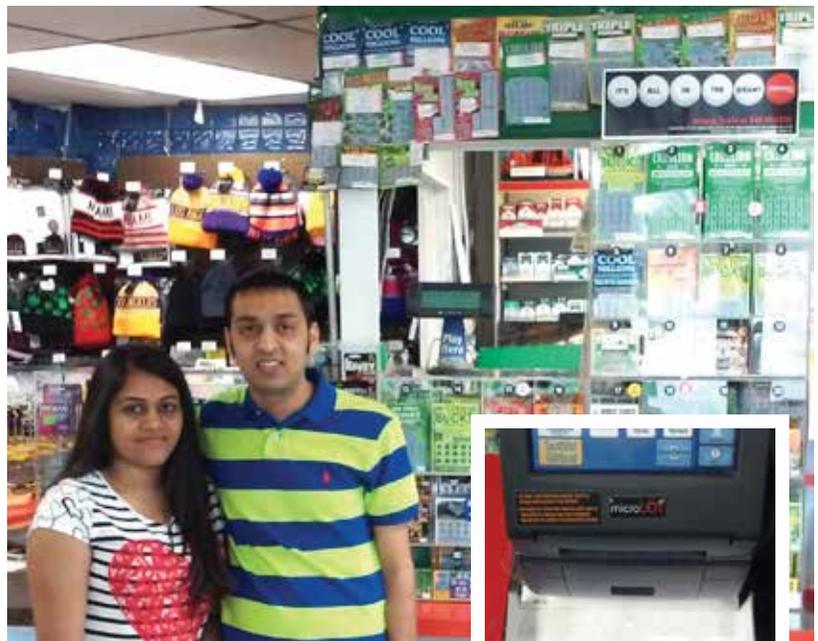
By Kristin Brown, Coastal MSR

*****READ THIS STORY*** Breakers 179 in Florence sat unoccupied for almost a year before Akki and Rima Patel took over the store. In just three months, their lottery sales have more than doubled that of the previous retailer.**

How did they do it? By setting a Daily Sales Goal!

Nestled in the old cigar box ticket catcher, is a piece of paper that the Patel's refer to many times a day. Each month they set an attainable, but challenging "Daily Sales Goal." They check their progress throughout the day to make sure they are on track to meet their goal.

It's working! They have been steadily increasing on average about \$1,500 a week since they started selling Lottery. They know their customers and the new games, and they have fun ways of asking for the sale. "Did you play your birthday?" After a Pick 3 or Pick 4 sale, Akki likes to say, "I will have your cash ready at 1:30/7:30!"



Rima & Akki Patel are go getters. The couple set a "Daily Sales Goal," to increase lottery sales, and they did it! And YOU can too!



Their customers love the winning atmosphere! With their enthusiasm and the "Daily Sales Goal" they are on their way to being one of Florence's top retailers!

New Games

Scheduled to launch Tues., January 5:



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

TICKET Alerts

LAST DAY TO SELL

Wed., January 6: Speedy 7s (#752), Big Cash (#774) & Double Payday (#777)
Wed., January 20: Junior Jumbo Bucks (#714)
Wed., January 27: Pop Top Cash (#757) & Game Day Series (#778)

LAST DAY TO RETURN

Fri., January 8: Lots of Bucks (#626), Spy Some Cash (#749), 9s in a Line (#760) & 5X (#768)
Fri., January 15: Double Sided Dollars (#781)
Fri., January 29: Weekly Bonus (#606) & Pay Me! (#705)

LAST DAY TO REDEEM

Tues., January 12: Wild Doubler (#756) & Chili Pepper Payout (#761)
Tues., January 19: Big Money (#764) & \$200,000 Taxes Paid (#767)
Tues., January 26: Giant Jumbo Bucks (#682), Funky 5's (#718), Hot Shot (#737), EZ \$1040 (#743), 7.11.21 (#747), Fast 50s (#751), Golden Key (#758) & Whole Lotta 100's (#776)

- Dates Current as of 11/18/2015.

HOLIDAY CLOSING: Fri., January 1, 2016: SCEL will be closed on New Year's Day. Tickets ordered on Thurs., Dec. 31 will be delivered on Tues., Jan. 5, 2016.