

SELLING Points

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sceducationlottery.com



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.

SCCEL 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



Wheel FUN!

Stop & Host a Promotion

By Susan King, Promotions Manager

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

- Maya Angelou

This quote is on point when you think about how to win and keep customers! Let your customers know how much they are appreciated with a lottery promotion at your next Customer Appreciation Day.

Customers love the experience of spinning a wheel and winning prizes such as T-shirts, tumblers, sunglasses and more! It adds a little fun to their day and lets them know you appreciate and want their business.

It's so easy to do! Simply start by asking your lottery representative if you qualify for a lottery promotion at your store.

Encourage your other vendors to participate. The more the merrier. Your customers will like knowing they are getting more bang for their buck! It's fun and exciting and, most importantly, people will remember how it made them feel!



Green Light a Second-Chance Drawing

By Susan King, Promotions Manager

Time and again customers tell us about their experience at a promotion spinning the prize wheel, what they won and how fun it was! Make it even better by offering your customers a second-chance drawing at the end of your promotion. Who wouldn't feel good with a chance to win on a lottery ticket, win a prize on the wheel or for the chance to win in a second-chance promotion! Look for second-chance prizes that excite your players and drive them to your store to shop!

Let's schedule YOUR promotion!

PROMOTIONS CALENDAR
sceducationlottery.com

Meet your Promotions Representatives

15,000 + WHEEL SPINS PER YEAR!

Wendrah McCoy
Coastal Promotions

Jessica Nettles
Midlands Promotions

Jessica Johnson
Upstate Promotions

SPOTLIGHT

ABC Sunoco

By Rodney Rogers, Coastal MSR

Eveelyn Stuart, the co-owner of ABC Sunoco on Hwy. 76 in Marion, shared with us the location's secrets to being a successful lottery retailer.

How has our store been able to maintain its Top 5 ranking in this territory for the past 14 years? I'll tell you!

1. We enjoy our customers, and I think they enjoy seeing us. Greet your customers with a smile and say "Welcome!" Hundreds of locations in South Carolina sell lottery games. Your customers choose your place – appreciate that.
2. We strive to be organized, efficient and informed. Be sure all clerks understand how lottery equipment functions and know the game rules and odds. The Lottery provides lots of materials to help.
3. Be patient. Most lottery customers are not experts. They may have questions or simply be indecisive.
4. Enjoy your customers' wins. Celebrate their good fortune. This is the fun part. Your customer is having a good day, so share in the flow. It's a win-win for everybody.

We couldn't be successful without the Lottery's support!



At the ABC Sunoco in Marion the staff has FUN selling lottery tickets. They celebrate winning moments and are always ready to educate new players. Pictured is Manager Mark Harrelson.

New Games

Scheduled to launch Tues., July 5



Scheduled to launch Tues., July 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., July 6: The Money Game (#820)
- Wed., July 13: Ho Ho Ho Lotta Cash (#801) & Carolina Green (#803)
- Wed., July 20: Deluxe 7 11 21 (#814)
- Wed., July 27: Lady Luck (#832)

LAST DAY TO RETURN

- Fri., July 1: Hearts (#819)
- Fri., July 8: Cash on the Spot (#791) & Silver Dollar (#813)
- Fri., July 22: Giant Jumbo Bucks (#789)

LAST DAY TO REDEEM

- Tues., July 5: Big Money Spectacular (#780), Ruby Red (#802) & \$250,000 Payday (#807)
- Tues., July 19: Topaz 10s (#794)
- Tues., July 26: Cash Club (#810)

- Dates Current as of 5/20/2015

HOLIDAY CLOSING: Monday, July 4, 2016 - and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Fri., July 1 will be delivered on Tuesday, July 5.