

SELLING Points

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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.

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Dear Retailers,

Happy Summer, Retailers!

Are you ready to increase your lottery sales? If so, this issue of *Selling Points* presents a plan that's sure to save the day. So let's suit up and conquer ASKING FOR THE SALE!

You've got absolutely nothing to lose. Asking for the sale is easy. It doesn't cost you anything, and it takes very little time.

So how does it work? Lottery tickets are often impulse purchases, which means if you ask a customer if they would like to buy a scratch-off or play their lucky numbers, they might just take you up on your offer. Some folks won't, but don't let those who refuse discourage you from asking the next person in line if they would like to try a new lottery game or play for a multi-million-dollar jackpot. Keep trying. The feeling you'll get when you sell someone their first lottery ticket is worth it.

Once you find your groove and become more comfortable and confident asking for the sale, the more fun it becomes. Are you ready to give it a go?

Let me know how you do asking for the sale. Your success matters. And let's see your sales go up, up and away!

Summer is here – make it safe and enjoyable and remember to take some time for you. You are important to us.



All my best,
Paula Harper Bethea
Executive Director

If you would like to speak with Paula Harper Bethea, contact Holli Armstrong at 803-737-4419.

THE PLAN

1. COME UP WITH A QUESTION ASKING CUSTOMERS TO TRY A TICKET.
2. DECIDE THE # OF CUSTOMERS TO ASK.
3. GIVE IT A TRY. REMEMBER TO SMILE!
4. KEEP TRACK OF YOUR RESULTS.
5. MIX IT UP WITH NEW QUESTIONS. (SEE EXAMPLES BELOW.)

GOOD LUCK!

HERE'S HOW TO ASK FOR THE SALE!

WOW!

DID YOU HEAR WE SOLD A WINNING TICKET?

YOU COULD WIN \$1 MILLION IN A SECOND-CHANCE DRAWING ON THIS TICKET!

FEELING LUCKY?

YES!

WOULD YOU LIKE A POWERBALL TICKET?

HAVE YOU PLAYED TODAY?

TONIGHT'S MEGA MILLIONS JACKPOT IS MORE THAN \$100 MILLION!

HAVE YOU SEEN THE NEW GAMES?

SURE!

WANT TO TRY A \$1 TICKET?

SPOTLIGHT

Midway Grocery

By Beth Kuhn, Midlands MSR & John Erby, Midlands RSM

When a lottery player enters **Midway Grocery** in **Lancaster**, there are two guarantees. First, the owners, Jason and Jackie Moon, will greet players with a smile and next, they will ask them if they would like to purchase a lottery ticket.

Asking for the sale has been a way of life at Midway Grocery since selling its first lottery ticket. Their lottery player base is extremely loyal, as evidenced by the recognizable faces each time I visit. Additionally, Jason and Jackie take great pride in having every slot in their dispenser full, thereby providing players a full view of what instant tickets are available.

Another popular question asked at Midway Grocery was: "When are you going to sell a big winner?" Well, just last month, that question was answered in the form of a \$100,000 win! Needless to say, Jason and Jackie were delighted and shared this winning experience with each and every lottery player who entered their store. With this enthusiasm and endless dedication to their players, they are certainly in line to sell more big winning tickets by simply "Asking For The Sale!"



Midway Grocery has found success in asking for the sale. Owner Jackie Moon shows off their \$100,000 winner's board. Way to go Midway!

New Games

Scheduled to launch Tues., June 21:



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

TICKET Alerts

LAST DAY TO SELL

Wed., June 1: Hearts (#819)
Wed., June 8: Cash on the Spot (#791), Silver Dollar (#813) & 24K Madness (#824)
Wed., June 22: Giant Jumbo Bucks (#789)

LAST DAY TO RETURN

Fri., June 24: Money Quest (#786) & Queen of Hearts (#808)

LAST DAY TO REDEEM

Tues., June 7: Hot Millions/Cool Millions (#784)
Tues., June 14: Diamond 9s (#811)
Tues., June 28: Beginner's Luck (#727), Cool Beans (#775), Did I Win? (#779), 7 Wins (#782), Nifty 50s (#785), Bonus! Bonus! Crossword (#793), In the Money (#804) & The Little \$1 Ticket (#809)

- Dates Current as of 4/15/2016

HOLIDAY CLOSING: Monday, July 4, 2016 - SCEL 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.