

SELLING Points

LOTTERY RETAILER NEWSLETTER | June 2017 Vol. 17, No. 12

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.

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 SCSEL 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



Ready to increase lottery sales? Try ASKING FOR THE SALE!
It's easy.

Lottery tickets are often impulse purchases. If you ask a customer if they would like to buy a ticket, they might take you up on your offer. Some will say "no," but don't be discouraged. Keep asking. The feeling you'll get when someone says "yes" is worth it.

Let's give it a go?

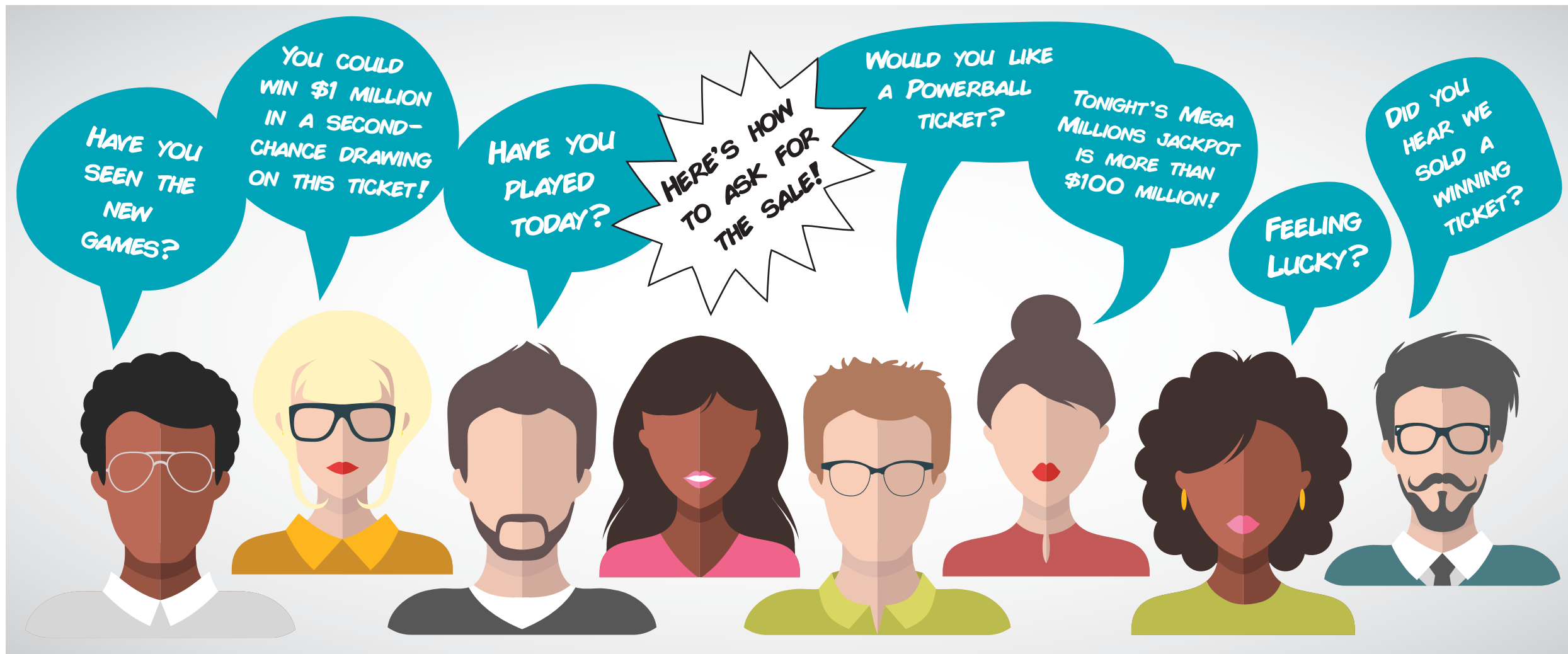


ASK FOR THE SALE!

1. Come up with a question.
2. Decide # customers to ask.
3. Smile.
4. Give it a try.



HAVE A PLAN!



SPOTLIGHT

Markette

By Tommy Woodham, Midlands MSR

The **Markette** home office is located in **Hartsville** with 27 locations across eight counties in South Carolina. One contributing factor to the Markette brand's success is its never ending "Attention to Detail." The old saying "it's so clean you could eat off the floor" is true at Markette locations, where staff aims to please.

The Lottery benefits greatly from the professionalism of the Markette Team. Markette understands the importance of product presentation and location, just as the Lottery understands the value of space and sightlines in the store. As Markette builds new stores, or upgrades and remodels existing locations, the placement of lottery products is a primary concern and lottery reps feedback is valued. The end product—increased sales—is what we strive for and comes easier through properly trained staff and efficient transactions that allow customers to fulfill their needs quickly. The display of products for sale is enticing and always adjusted as needed.

Lex, Camp, and Bunky would like to give a BIG "Thank You" to the Markette Team for all they do to contribute to the success of the Lottery.



Markette stores "attention to detail" shines.

New Games

Scheduled to launch Tues., June 20:



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 21: Cash on the Spot (#905)
Wed., June 28: Triple Dollar\$ (#854), Holiday Cash (#894), Elegant Cash (#896), \$50 or \$100! (#911) & \$500 Cash Spectacular (#915)

LAST DAY TO RETURN

Fri., June 2: Black Ice Millions (#883)
Fri., June 23: Whiteout Bingo (#885) & Ruby 6s (#889)

LAST DAY TO REDEEM

Tues., June 6: Tic Tac Tripler (#867) & Ca\$h Hero (#902)
Tues., June 20: Emerald 9s (#892)
Tues., June 27: Franklin's Fortunes (#860) & Holiday Lights (#893)

- Dates Current as of 5/1/2017

HOLIDAY CLOSING: Tuesday, July 4, 2017 - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Mon., July 3 will be delivered on Wednesday, July 5.