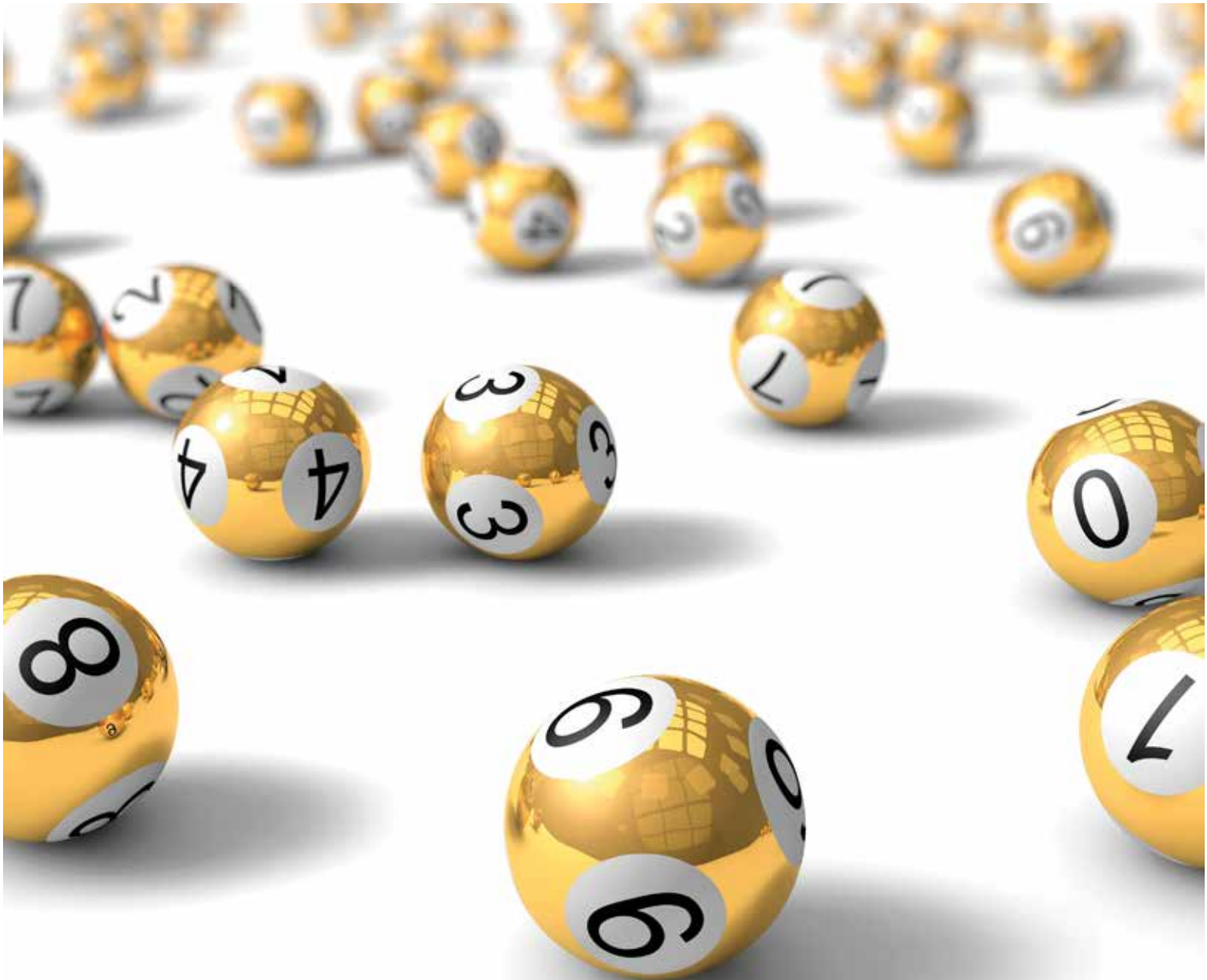


SELLING Points

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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

Dear Retailers,

Last year in this column, I asked you to join me and recommit to selling Powerball® tickets. And boy did YOU deliver. Wow! Powerball® sales nearly doubled to \$119 million! An unforgettable \$1.5 billion Powerball® jackpot helped, of course, but YOU were the difference. You handled my request and the pressure that came with a record jackpot magnificently. Great job!

So this year, I have another challenge in mind. One I know you'll meet head on. Together, let's look for more opportunities to sell tickets for all of our terminal generated games, not just Powerball®.

At half the cost of a Powerball® ticket, Mega Millions® is under performing. Sales last year were off 12 percent totaling \$37 million. I have a suggestion. Please start following the jackpots and when you see Mega Millions® pull ahead, there's your opportunity to ask customers if they would like to try a ticket. Did you know South Carolina has yet to sell a jackpot-winning Mega Millions® ticket? Let's change that this year with a win in your store!

This issue of *Selling Points* offers further insight into ways you can maximize sales for all of the numbers games you offer. I'll report next year with how you did. I know you'll surpass my expectations, because you always do. Enjoy the cooler temperatures and the beautiful colors which come with fall. Happy, successful selling!

All my best,
Paula Harper Bethea
 Executive Director



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

Golden Opportunity to sell...

Terminal generated games offer YOU a golden opportunity to grow your business. With several games to choose from, all a bit different, there's something for every player. And they're FUN! Deciding which numbers to play and then tuning in to watch a live drawing to find out if you're a winner is exhilarating. Ask your players to give this experience a try.

What game can you play the year you were born, graduated, or got married? Answer: **Pick 4**. Encourage your players to commemorate the winning moments in their life with a Pick 4 ticket.



Here're 3 reasons to play **Pick 3**. It's popular. It's simple. It has great odds. And with a top prize of \$500, you can cash winning tickets for this one at your store.



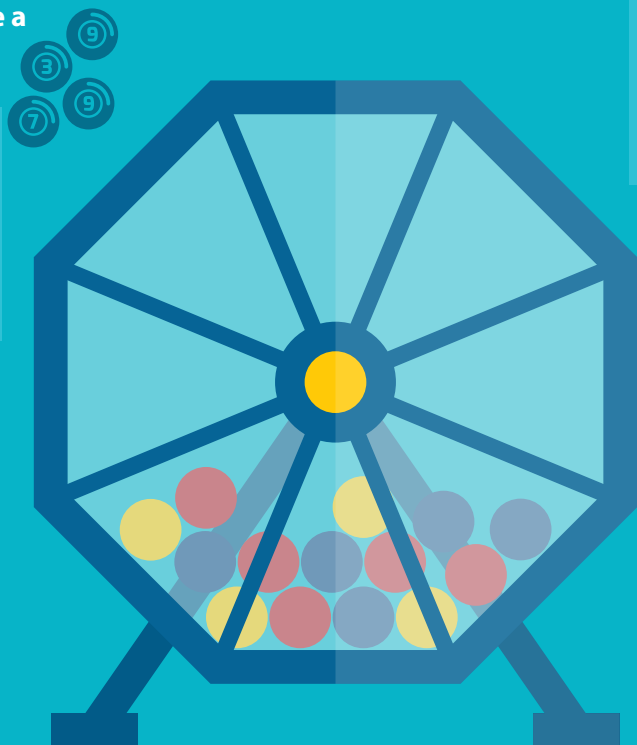
Palmetto Cash 5 is SC's game! The price is right on this one. Of all the 5 number games we offer, this one for \$1 has the best odds to win \$100K. Your customers can Power-Up for an additional \$1 to win up to \$500K.



Waking up \$1K A DAY richer for life has its appeal. And only **Lucky for Life** offers this possibility. The game debuted in SC nearly two years ago, and SC is one of only three states to have sold a \$1K a day for life winning ticket.



Looking to win multi-millions, then **Mega Millions®** could be your customers' game. At \$1, it is the most economical option out there for a chance to win a jackpot. Who wouldn't want to be South Carolina's first Mega Millions® jackpot winner?



Powerball® is SC's game with a track record that speaks for itself. In SC Powerball® has created 7 jackpot winners and 52 additional millionaires. With a \$1.5 billion jackpot on its résumé, this game is certainly on your players' radar.



\$378 MILLION*

...in retailer commissions earned off terminal game sales

\$2.6 BILLION*

...in prize money won off terminal games

43 cents
for Education in SC

Did you know for every \$1 in Powerball® you sell 43 cents supports education in SC? That's just one more reason why you should ask for the sale.

*Figures since 2002.



TURN JEWELS INTO CASH

By Leila Wilson, Product Specialists

You have a chance to turn jewels into cash with the Lottery's newest jewel themed games. Tell your players to be on the hunt for the ultimate jewel of a game with \$1 **Ruby 6s**, \$2 **Sapphire 7s**, \$5 **Amethyst 8s** and \$10 **Emerald 9s**. Players can choose from four colorful and fun filled instant tickets for a chance to win top prizes from \$5,000 to \$250,000. So, choose your level of excitement and scratch for a chance to turn one of those dazzling jewel tickets into cash.



INSTANT TICKET ORDERS

By Lynnette Crolley, Internal Operations

Inside Sales provides assistance in placing your instant ticket orders. Your assigned representative is familiar with your location and inventory. We have a couple of ordering options available for you.

Weekly or Bi-Weekly Calls - Retailers serviced weekly or bi-weekly will be called on the same call day each cycle to review current inventory and take requests for tickets. Have ticket requests ready on your assigned call day. We will have information on the current inventory in stock, the number of days left in inventory, orders in transit and the average number of packs sold each week available. Together, we can assist you in creating your optimal ticket order.

Auto Ordering - Any retailer can be set up for auto ordering, which means Inside Sales can review your inventory, know what tickets are needed for that cycle and create your order without the need of calling.

Our goal is to keep, on average, a 14-day supply of each game at your location, while in most cases, sending no more than one order per week.

In some cases, you may call the instant ticket order line at 803-737-2902 or 866-737-7235, option 1, to leave your order on our voicemail system. Please be sure to leave your name, your 6-digit retailer number, each game number followed by the number of packs requested. Call out the game numbers in numerical order and speak slowly and clearly.

Rally Time! Retailer rallies kick off this month. We'll be coming to a city near YOU! If you haven't been to a rally before, please make plans to attend. It's a time of fellowship, food & FUN! Your Lottery Sales Rep will have all the details!

SPOTLIGHT

Exxon Food Mart

By Travis Shealy, Coastal MSR

Madhusudan "Pops" Patel and his son Tejas "TJ" Patel at **Exxon Food Mart** in **McClellanville** know what it takes to be a great lottery retailer.

They have a massive 52-slot display that allows them to carry every instant ticket available. They double up on \$10 tickets and hot sellers to give their customers multiple options to choose from. They will run multiple slips, repeat tickets and even punch in numbers for their customers. They are always willing to pay out up to \$500 and display winning tickets with pride. In addition to all this, Pops and TJ seem to know every customer by name and always greet them with a smile.

Pops and TJ's hard work and customer service have paid off when they recently became members of our exclusive "Million Dollar Sales Club."

If you are ever in McClellanville and looking for a friendly lottery location, stop by Exxon Food Mart. Pops and TJ will be happy to sell you a winner.



Tejas "TJ" Patel is waiting to sell you your next winning lottery ticket. Customers at the Exxon Food Mart in McClellanville aren't likely to miss the instant ticket display at this location!

New Games

Scheduled to launch Tues., October 25:



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

TICKET Alerts

LAST DAY TO SELL

Wed., October 19: Cash Money (#798), Lucky Stars (#844) & Cash King (#858)

Wed., October 26: Hot Spot (#818) & Cherry Jackpot (#828)

LAST DAY TO RETURN

Fri., October 7: Lucky 7 (#831), Joker's Wild (#837) & Quarter Million Dollar Cashfall (#840)

Fri., October 14: Tic Tac 2s (#827) & Cash Blowout (#835)

Fri., October 21: Gold Millions (#826)

Fri., October 28: \$100 Frenzy (#847)

LAST DAY TO REDEEM

Tues., October 4: Jumbo Bucks (#788), The Money Game (#820) & Twisted Bingo (#822)

Tues., October 11: Ho Ho Ho Lotta Cash (#801) & Carolina Green (#803)

Tues., October 18: Deluxe 7 11 21 (#814)

Tues., October 25: Lady Luck (#832)

- Dates Current as of 8/29/2016.

HOLIDAY CLOSING: Thurs. and Fri., November 24 & 25, 2016 - SCEL will be closed to observe Thanksgiving and the day after. Tickets ordered on Wed., November 23 will be delivered on Fri., November 25.