



# TICKET TALK

## NEW GAMES

Tuesday, June 4:



Tuesday, June 18:



## DATES TO KNOW

### LAST DAY TO SELL

Wed., June 19: 20X (#1543)

### LAST DAY TO RETURN

Fri., June 14: Hit \$500 (#1478)

Fri., June 28: X The Money (#1521) & Crossword X-tra Play (#1454)

### LAST DAY TO CLAIM

Tues., June 11: Giant Jumbo Bucks (#1368), Power Up! (#1506), Happy Pawlidays! (#1508), Festive 5s (#1510), Winter Green (#1511) & Silver & Gold (#1512)

Tues., June 18: \$1,000,000 Riches (#1496)

Tues., June 25: Strike It Rich (#1470) & Stacks of Green (#1505)

# THE GAMEPLAN

## STATE OF PLAY A NUMBER OF BEST PRACTICES YOU CAN TRY

### DRAW FROM THESE 10 TIPS

Pick one, two or three of the best practices featured and see where it takes you.

### THE RUSH IS ON TO WIN GOLD

With *Gold Rush* players can enter for a chance to win a trip to the Golden Nugget Casino in Las Vegas.

### A LOOK BEHIND THE COUNTER

A lottery retailer since day one, this Lowcountry spot shares how they continue to be successful selling.

## THEY MAKE THEM FEEL SPECIAL

On January 7, 2002, **V GO Food Mart** was one of 3,000 retailers that sold the first four scratch-offs for the Lottery. The excitement on this day was indeed one for the history books. V Go Food Mart was a small convenience store with gas. They were hands on. They became the most popular location to buy tickets on the Savannah Hwy., and had lots of winners.

The brothers, Divyesh and Sanjay Patel, were determined to be the "Number 1" retailer in the state. They were all in.

In 2009, after much determination and commitment, V GO Food Mart earned the title of "Number 1 in **Charleston County**". They were proud.

Today, they are still selling lottery. They keep dispensers full and pay out winning tickets. The employees "ask for the sale."

Customers return because the employees make them feel special. Some customers will not go anywhere else. Customers travel from all over to purchase tickets there.

The winner awareness flyers are visible for everyone to see. Posters in the windows show they have sold winning tickets in the amount of \$1 million, \$250,000, \$200,000 and \$150,000! They are eager to sell their first jackpot winning ticket.

- LaPonda Greene, Coastal MSR

## PLAYERS' CLUB REWARDS

### "SCEL COIN" DRAWINGS:

\$10,000 Cash – 10 winners – Draw Date 6/6/24

\$500 Cash – 30 winners – Draw Date 6/6/24

### ACHIEVEMENTS TO EARN EXTRA "SCEL COIN":

June 1-30

-Enter \$50 worth of any tickets

-Enter \$15 worth of CASH POP

-Enter \$10 worth of Powerball and one Power 777 scratch-off

-Enter \$15 worth of \$3 scratch-offs

June 3-9, 10-16, 17-23, & 24-30

-Enter \$20 worth of \$10 scratch-offs





The Game Plan is published monthly by the South Carolina Education Lottery. 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.

**REMINDERS**

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL 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 in the terminal will generate a "Top Prizes Remaining" report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

The Lottery provides updated, weekly prizes remaining and end-of-game information. It is also sent out in all ticket orders. Make sure you review and display the most current information in your play station.

Scratch-off fact sheets with odds and prize information are attached to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Scratch-off Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

**CONTACT INFORMATION**

Ticket Orders: Contact Your MSR

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Licensing: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

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



## ASK FOR THE SALE

Don't be afraid to ask customers if they would like to try a lottery ticket.

This technique earns you new customers and introduces current players to new games. Plus, it's super easy to do. So, give it a try.



## CASH WINNING TICKETS

Willingly cash winning tickets up to and including \$500 as required in your lottery contract. Cash in your customers' hands means more money to spend in your store.



## JUST SMILE!

Did you know that just a smile can impact your store's bottom line?

Wish players luck and always thank your customers for playing and congratulate winners. Customers remember excellent customer service.



## KNOW THE PRODUCT

When a player has a question, have the correct answer.

Players will frequent retailers who are knowledgeable about lottery games and promotions. Take time to learn how to play our games.



## KEEP TICKET DISPENSERS FULL

An empty selling slot could cost you a sale. Keep your ticket dispenser fully stocked with scratch-offs. Activate and display new games on launch date to keep tickets fresh.



## WHAT'S THE JACKPOT?

Pay attention to the current Powerball®, Mega Millions® and Palmetto Cash 5 jackpots.

And when the jackpots get high, ask players if for \$2 they would like to take a chance on winning a big prize.



## KEEP PLAY SLIPS HANDY

Your numbers players will appreciate having play slips easily available at all times. And tell them they can save time by creating a digital play slip using the Lottery's app.



## SET GOALS

Decide where you want your lottery sales to be a year from now. Plan with your staff a few strategies to make it happen. The best practices in this issue are a great place to start.

Celebrate small accomplishments along the way.



## RECOGNIZE WINNERS

Create a winning atmosphere.

Display winning tickets and winners' posters so your customers know that your store sells winning tickets. Lottery players want to buy their tickets at a "lucky" store.



## THINK OUTSIDE THE BOX

Consider having lottery-supplied, custom window signage created and installed for your storefront. It looks great! Ask your MSR for details.