

# LET'S TALK: The secret to selling lottery is easier than you think

If that's a "YES," one day you might have a story to tell like Ravi Gaikwad (pictured) at the Windsor Shell.

The store, located off the Charleston Hwy. in the tiny town of Windsor, population 121, in Aiken County, sold a winning lottery ticket worth \$500,000.

How did they do it? The winner told lottery officials that he stopped at the store to get gas and Ravi asked him if he wanted anything else. He replied, "Give me that lottery ticket." And he pointed to a \$10 *Mining for Gems* scratch-off. At first, he thought he had only won \$500, but there were still three more zeroes left to count.

“It made my year,” the winner, who has since bought a new home, told us.

And Ravi's store earned a \$5,000 commission for selling the claimed ticket.

If you answered “NO” to our question,  
here’s how you can start asking for the sale.

Ask the next five customers in line if they would like to try a lottery ticket, and see what happens. The results might surprise you.



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 the "noes" 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.

Stay positive and keep trying. The “yeses” will make it worth it.

### STEP ONE

First come up with the question you are going to ask. You can use any of the following sample questions in the graphic below or you can put your own spin on it by coming up with a question that suits your store.

(Ask, continued)



**GIVE ME THAT TICKET.** That's what a customer at the Windsor Shell said after being asked if he needed anything else. He scored a \$500K win thanks to Ravi asking for the sale.





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, 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 SC EL 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.

Prizes remaining, end-of-game and odds information for scratch-off games is available by scanning a QR Code posted at the play station. Make sure you display this QR Code in your play station.

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 Hotline: 1-877-452-5155

**South Carolina Education Lottery**  
**P.O. Box 11949**  
**Columbia, SC 29211-1949**  
**www.sceducationlottery.com**

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

DATES TO KNOW

LAST DAY TO SELL

- Wed., June 4:** Players’ Club (#1567) & Lady Jumbo Bucks Crossword (#1605)
- Wed., June 25:** Mining for Gems (#1593) Magnificent Millions (#1596) & Loteria (#1610)

LAST DAY TO CLAIM

- Tues., June 3:** Golden Rings (#1585)
- Tues., June 10:** Red Hot Bingo (#1533), Loteria (#1572), Carolina Jackpot (#1573) & Clemson Jackpot (#1574)
- Tues., June 17:** Junior Jumbo Bucks (#1569), Holiday Wishes (#1584) & Shimmering Riches (#1586)



“SC EL COIN” DRAWINGS

\$25,000 Cash (2 winners) – Draw Date 6/25/25  
\$500 Cash (30 winners) – Draw Date 6/25/25

“SC EL COIN” ACHIEVEMENTS

June 1-30

- Enter \$50 worth of any tickets
- Enter \$5 worth of Pick 4
- Enter \$15 worth of Powerball
- Enter \$60 worth of \$20 scratch-offs
- Enter 5 Magic 8 Ball scratch-offs
- Enter \$15 in \$5 scratch-offs and \$5 in Cash Pop

June 2-8, 9-15, 16-22, & 23-29

- Enter \$20 worth of Mega Millions
- Enter \$15 of \$3 scratch-offs



(Ask, continued)  
STEP TWO

Now is the time to smile, relax and give it a go. The first time you ask a customer if they would like to try a lottery ticket will be the hardest and most awkward, but by the fifth attempt it will be much easier. Along the way, take note of how many customers say “Yes” versus “No,” that way you know how things are progressing. And don’t worry if you hear more “noes” that “yeses” at first,.

STEP THREE

Try out different questions on a new set of customers. This will help you narrow down which questions work best for you, and are the best received by your customers.

Once you find your groove, the more comfortable and confident you’ll become 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. Plus, it’s fun!

STEP FOUR

And don’t forget to wish players “Good Luck” with their tickets, and be sure to let us know how it goes.


RETAILER SPOTLIGHT

A Winning Relationship with Customers



After winning big on a scratch-off ticket at an Upstate store, the lucky winner couldn’t wait to tell the store owners, who sold the ticket.

Kumar and his wife Romi Patel have been running the **SarojPatel LLC** on E. Greenville St. in **Anderson** for 13 years. They were happy to learn that one of their regular, daily customers had captured a \$100,000 top prize win on



**ALERT...**The Lottery has an important warning for our retailers: **Never pay a prize for a copy of a winning ticket!** Players **MUST** give you the original lottery ticket for a prize to be redeemed. Retailers may not receive credit for paying prizes from copies of winning tickets.

Recently there have been incidents where players have posted their winning lottery tickets on social media and as a result have had their prizes stolen. Discourage your players from sharing images of winning tickets until after prizes have been collected. Do your part to protect players by paying prizes **ONLY** after you are given the original ticket to validate, not a copy.

If you have any questions or concerns, please contact our Security Department at 1-866-736-9819. Thank you for all you do to take care of our players.

a \$3 Lady Jumbo Bucks ticket. They were even more delighted when the customer returned to the store and wanted to share the exciting news with them first.

It’s not surprising, the location has lots of frequent lottery players, some Kumar and Romi see every day and others once or twice a week. The husband and wife team, along with their staff, take excellent care of all of their customers and are especially proud of the lasting relationship they have formed with their lottery players.

But that’s not all this convenience store does well. In addition to always being readily available to serve, they also keep their ticket display fully stocked. An empty selling slot can cost you a sale, so SarojPatel LLC doesn’t let that happen.

The team averages \$30,000 a week in lottery sales. The results are proof their efforts work.

- Tereba Harris, Upstate Lottery Sales Representative

NEW GAMES

Tuesday, June 3:



Tuesday, July 1:

