



20 YEAR RETAILER SPOTLIGHT

Oasis One Stop

By Kevin Tawes, Coastal MSR

Oasis One Stop has been a staple on N. Main Street in **Summerville** for over 30 years. According to owner Ann Way, her husband Robert built the store in the mid-1980s, and back then the only thing around were woods. Now it is one of the busiest roads in the Charleston area, which makes for a great location for the Lottery.

When the Lottery started in 2002, Oasis One Stop was one of the first to get approved to sell tickets, and they took full advantage. I started covering this store a little over a year ago, and I can see why they have made the "Million Dollar Sales Club" consistently. Their success comes from great employees, who give great customer service, which in return brings back loyal customers. As for their lottery success, I'll add one more key, they keep their dispenser full ALL THE TIME! Not once have I walked in and seen an empty slot, which is so important to lottery sales. Players appreciate the consistency of a full dispenser, because they know that the ticket they want to play will most likely be displayed at Oasis.

The Lottery would like to thank Oasis One Stop for 20 strong years of selling our products. Your dedication to customer service truly has made a difference!



Pictured are Manager Nicole Owens and Owner Ann Way.

New Games

Scheduled to launch Tues., June 7:



Scheduled to launch Tues., June 21:



Ticket Alerts

LAST DAY TO SELL

Wed., June 1: The Big \$pin (#1327), The Big \$pin (#1329), Hit \$50 (#1340) & Cash Drop (#1341)
Wed., June 8: Mighty Jumbo Bucks (#1300) & Loteria (#1312)
Wed., June 22: Ca\$h In! (#1347), \$200,000 Bonus Bucks & Carolina Riches (#1363)

LAST DAY TO RETURN

Fri., June 3: More Money! (#1337)
Fri., June 10: Hit \$500 (#1333)
Fri., June 24: Cash Wheel (#1321)

LAST DAY TO CLAIM

Tues., June 7: Hit \$250 (#1294), Hit \$100 (#1309), \$300,000 Super Cash (#1320) & White Elephant (#1344)
Tues., June 28: The Big \$pin (#1326)

-Dates current as of 4/27/22.

Selling Points

Lottery Retailer Newsletter

June 2022 Vol. 22, 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.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

HOLIDAY CLOSING: Monday, July 4, 2022 - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Friday, July 1 will be delivered on Tuesday, July 5.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCCEL 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.

Instant game fact sheets 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 this resource.

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: Contact Your MSR

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

IGT Help Desk: 1-844-458-8535

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



MAKE 'EM FEEL WELCOME & ASK FOR THE SALE

Summer is right around the corner, and this means increased traffic in your store as folks get out to enjoy all our beautiful state has to offer. No doubt you'll do everything you can to make your customers feel welcome.

And while southern hospitality is top of mind, consider boosting your lottery sales by **ASKING FOR THE SALE** too.

Asking someone if they would like to try a lottery ticket is easy. It doesn't cost you anything. It takes very little time. PLUS, IT'S FUN!

Lottery tickets are often impulse purchases, which means if you ask a customer if they would like to buy a scratch-off or pick some lucky numbers, they might just take you up on your offer. Some folks won't, but don't take it personally or 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 asking. And don't give up. The feeling you'll get when you sell someone their first lottery ticket is worth it.

HOW DO I START ASKING FOR THE SALE?

1. First come up with a question to ask customers to try a ticket. Here's some options:

We sold a winning ticket. Want to play?

Would you like a Powerball ticket?

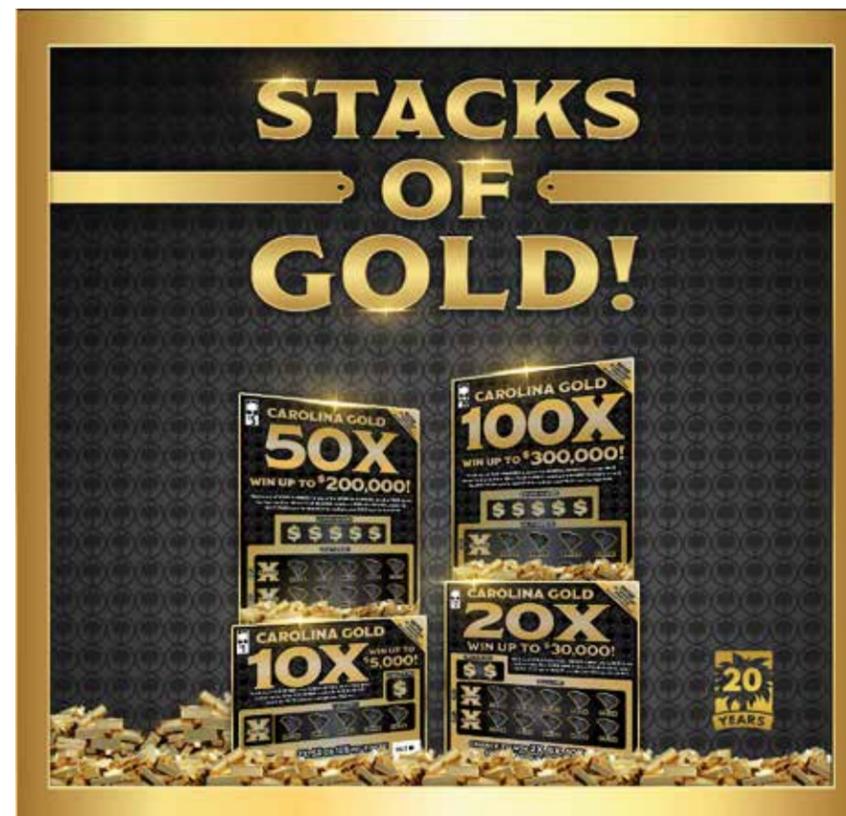
Tonight's jackpot is more than \$400 million. Interested?

Want to try a \$1 scratch-off?

2. Decide the number of customers that you would like to ask. Give it a try.

3. Remember to smile and have fun!

As you get more comfortable, mix it up with new questions. Now you're ready to give it a go!



There's plenty of gold to go around on the Carolina Gold series of scratch-offs. Players can choose from four tickets at the \$1, \$2, \$5 and \$10 price points. These golden tickets go on sale starting Tuesday, June 7.

Players can win up to \$5,000 on \$1 Carolina Gold 10X, up to \$30,000 on \$2 Carolina Gold 20X, up to \$200,000 on \$5 Carolina Gold 50X and up to \$300,000 on \$10 Carolina Gold 100X. These are the richest multipliers yet!

And let your players know these games are eligible for our **20th Anniversary Second-Chance Promotion!**

Each month of 2022, the Lottery will select 20 winners of \$2,000 each.

How do players enter the 20th Anniversary Second-Chance Promotion?

Purchase one of the 15 planned scratch-offs, like the **Carolina Gold** tickets, in honor of the Lottery's 20th birthday. To identify which games are eligible, just look for the "Enter 20th Anniversary Promotion" snipe in the right corner of the tickets. Only non-winning tickets for these games are eligible and can be entered either online at sceducationlottery.com or by using the Lottery's Players' Club app.

When are the monthly drawings for \$2,000?

Drawings will be held the last Wednesday of every month in 2022. Entries do not carry over to the next drawing. So tell players to get those entries in. Entry deadlines and draw dates will be posted on the Lottery's website. Encourage your players to give these distinctly South Carolina and sometimes nostalgic tickets a try.

Carolina Gold 10X - Overall Odds: 1 in 4.80. Top Prize Odds: 1 in 480,000.
Carolina Gold 20X - Overall Odds: 1 in 4.41. Top Prize Odds: 1 in 528,000.
Carolina Gold 50X - Overall Odds: 1 in 4.00. Top Prize Odds: 1 in 750,000.
Carolina Gold 100X - Overall Odds: 1 in 3.49. Top Prize Odds: 1 in 900,000.