

SM Mart

By LaKasha Walker, Midlands MSR

SM Mart is one of the top lottery retailers in the state. Becoming owners in 2014, Ricky and Pinki Patel have made huge strides in **Lugoff**. When crossing over the threshold, customers are met with a clean store, warm welcome and a fully stocked ticket dispenser.

“It’s Tuesday, you got your Mega Millions® ticket for tonight?” Ricky and Pinki always remind players which jackpot game will be drawn that night. Suggestive selling is like saying hello at SM Mart and is an easy way to increase sales.

SM Mart creates anticipation for new instant games by displaying void tickets for upcoming ones. They educate players on how to play and encourage players to download the Players’ Club App. The App is everything players need at their fingertips. With e-play slips, players can enter their numbers in the app and you can scan their phones to print a ticket.

SM Mart conducts second-chance drawings each month too. All non-winning tickets can be turned into a winner by being selected in the draw. It’s a great way to keep players engaged and coming back.

Winning tickets and winner awareness posters are displayed for all to see. It shows how often players win at SM Mart. Always cashing winning tickets up



Ricky Patel of SM Mart in Lugoff

to \$500 is a must to keep players happy. Most players reinvest their winnings by purchasing items in the store.

Ricky says “selling lottery takes organization, time and patience, but it is rewarding.”

Selling Points

Lottery Retailer Newsletter

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Pictured are Mouine Baba and Mary Baba at 7 Eleven #38868A in Fort Mill.

New Games

Scheduled to launch Tues., February 7:



Scheduled to launch Tues., February 21:



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

Ticket Alerts

LAST DAY TO SELL

- Wed., February 1: Lucky Bucks (#1316)
- Wed., February 8: Junior Jumbo Bucks (#1365)
- Wed., February 15: Lady Jumbo Bucks Crossword (#1367)
- Wed., February 22: The Million (#1404)

LAST DAY TO RETURN

- Fri., February 3: Palmetto Payout (#1384)

LAST DAY TO REDEEM

- Tues., February 7: Carolina Gold 100X (#1392)
- Tues., February 14: Wild Win! (#1374), 7-11-21 Multiplier (#1396) & Money Bag Bonus (#1398)
- Tues., February 21: Super Cash Bonus (#1348)
- Tues., February 28: Bingo Squared (#1358) & 333 (#1405)

-Dates current as of 1/16/23.

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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

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.

SCCEL 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



Fort Mill Retailer Shares Lessons Learned

You can learn a lot from Mouine Baba.

The Lottery reached out to Baba, who runs the 7 Eleven on Hwy. 160 W. in Fort Mill, to chat after his store sold a \$1 million Powerball® ticket. Baba has been at the store for close to three years, and with help from his niece Mary Baba, has steadily grown its lottery sales. Our conversation with Baba turned into a teaching moment when he shared with us three life lessons that we think are worth sharing with you.

Lesson #1: Do the hard work.

Baba credits his relentless work ethic to growing up in Lebanon, a country where he says working hard is the standard. "You put in the effort, and you give 100 percent," Baba said. And that's how he runs his store that's open 24 hours a day. He never stands still. "I'm always jumping around to the left and to the right," he laughed.

Lesson #2: Do your homework.

Baba's makes time to study. Monica Moreira, his lottery representative, is impressed by his eagerness to learn about our new games and promotions. He'll call her with questions, so when lottery players have questions for him, he has the answers they need. "It's good to understand what you are doing, what's going on, and what's coming up," Baba said. "You need to be familiar with what's happening around you."

Lesson #3: Do it the right way.

You've likely heard the saying, "Do what is right, not what is easy." Selling lottery is challenging, but Baba focuses on three main areas. First, he keeps his ticket dispensers full. Next, he pays attention to what his customers want, and is patient with them. And finally, he provides fast service, so lottery players can get in and out and on with their day. "Even in my general life, I like to do things the way they are supposed to be done," Baba said. "I want to do it right."

His efforts were rewarded in November, when the Powerball® jackpot reached a record \$2 billion, and his store sold a ticket worth \$1 MILLION. Baba found out on social media and then his customers started coming in asking if he really sold that ticket. "I was so surprised," he said.

Today, a poster hangs in the front window of the 7 Eleven proclaiming the win, which Baba admits has given customers added confidence to come in and play. And they aren't just buying Powerball® tickets at his store, they are buying all types of lottery games.

And while Baba was hopeful the \$1 million winner was one of his regular customers, the Lottery spoke with the winner, who lives out-of-state and was visiting South Carolina when he bought the ticket.

The millionaire says it was an exciting and unbelievable feeling to check that ticket, a quick pick, and see a whole bunch of numbers match. And the real winners are his grandchildren. Grandpa is paying for their college education.

"I was just plain lucky," the winner, who wishes to remain anonymous, admitted.

And Baba feels lucky too. Before the \$1 million win, the biggest prize won at his store was for \$10,000, and that was thrilling.

"More people are coming in the store now," Baba said. "We grow day by day."

Special thanks to the Lottery's Monica Moreira for contributing to this story.



This Could Be Your Lucky Day

For players not lucky enough to win a prize on the new \$1 Wild Luck or \$2 Crazy Luck scratch-off, encourage them to enter those tickets for a second-chance at winning \$500. The **Lucky Day Second-Chance Promotion** is exclusively for \$1 and \$2 players. Since entering promotions might be new to these guys, be ready to help. Players can enter using the Players' Club App or at sceducationlottery.com. For this one, players will spin a wheel to reveal their bonus entries. On June 21, 2023, 70 winners will be selected to win \$500.

Wild Luck – Top prize odds: 1 in 420,000. Overall odds: 1 in 4.76.

Crazy Luck – Top prize odds: 1 in 680,000. Overall odds: 1 in 4.37.



New \$10 to Deliver Five Millionaires

Who doesn't like more? With \$1,000,000 Bonus Multiplier, the Lottery's newest \$10 scratch-off, players have a chance at multiplying their prize anywhere from five to 50 times.

Four players will instantly win \$1 million! And another \$1 million prize is up for grabs in the **\$1,000,000 Bonus Multiplier Second-Chance Promotion**. Only non-winning tickets are eligible for entry by using the Players' Club App or online at sceducationlottery.com. The big drawing is scheduled for June 28, 2023.

\$1,000,000 Bonus Multiplier – Top prize odds: 1 in 1,440,000. Overall odds: 1 in 3.23.