

# River Country Store

By Jonathan Jones, Midlands MSR

Sometimes, the only difference between above average sales and elite sales is the team who is responsible for selling a product. This is so very evident at **River Country Store** in **Santee**. Under previous management/ownership, this location was consistently a slightly above average lottery retailer. Since Kiran and Priya Patel's (pictured) arrival, this location has become the top lottery selling retailer in the town of Santee. Referred to as "The Dynamic Duo," this couple has transformed River Country Store into the preferred lottery retailer, whose strengths rest in their ability to successfully and efficiently manage periods of high customer traffic. During their high customer traffic periods, they simply create a lottery player line, which allows their lottery players as well as their non-lottery playing customers to be efficiently serviced without causing either customer base delays in purchasing their products of choice. This "Dynamic Duo" understood early on that this method was necessary to adequately service their entire customer base.

Upon purchasing River Country Store, the owner Jack Patel (not pictured) almost immediately increased this location's number of displays for instant tickets. He recognized early on the sales



PHOTO: Pictured from left to right are Kiran and Priya Patel.

potential of this location. He, along with "The Dynamic Duo" also quickly established relationships with their customer base by remembering their players' names and preferred games. This has been very instrumental in creating their elite level of sales and ultimately moved them to the top. Their goal is to maintain the position as the top lottery seller in town and continue to build on their ever growing lottery player base. Keep up the good work! Your efforts are truly appreciated.

# Selling Points

Lottery Retailer Newsletter

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sceducationlottery.com



PRACTICES

## New Games

Launches Tues., May 2:



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

## Ticket Alerts

### LAST DAY TO SELL

- Wed., May 3: Money Mania Extra Play (#1417) & \$200,000 Holiday Jackpot (#1437)
- Wed., May 17: Ultimate Riches (#1444)
- Wed., May 24: Loteria (#1349) & Lady Luck (#1439)
- Wed., May 31: \$500,000 Multiplier Money (#1431)

### LAST DAY TO RETURN

- Fri., May 5: \$300,000 Fun Fortune (#1408)
- Fri., May 12: Season's Greetings (#1436)
- Fri., May 26: Tic Tac Bonus (#1416)

### LAST DAY TO REDEEM

- Tues., May 2: Lucky Bucks (#1316), Weekly Bonus 2022 (#1401) & Holiday Animals (#1435)
- Tues., May 9: Junior Jumbo Bucks (#1365)
- Tues., May 16: Lady Jumbo Bucks Crossword (#1367)
- Tues., May 23: The Million (#1404)
- Tues., May 30: Triple Play (#1413)

-Dates current as of 4/17/23.



Dog owners, keep reading. Your pup could be featured on our \$2 Happy Pawlidsays scratch-off ticket coming out in October!

How? Submit a photo of your dog at sceducationlottery.com from May 1-12. Five winners will win a \$100 chewy.com gift card!

The Lottery will select 25 dog photos to post on our website. The public will vote on their favorites May 22-26. The Top 6 dogs with the most votes will be professionally photographed to appear on the Happy Pawlidsays scratch-off!

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, May 29, 2023** - SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 26 will be delivered on Tues., May 30.



# 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 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](http://www.sceducationlottery.com)

Please Play Responsibly!

[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



## 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. Your MSR can help you set up a plan.



## WHAT'S THE JACKPOT?

Pay attention to the current Powerball® and Mega Millions® jackpot amounts.

And when the jackpots get high, ask players if for \$2 they would like to take a chance on winning a life changing 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 hosting an in-store contest. Players could enter non-winning tickets for a chance to win free coffee or a gas card. Players will appreciate the added value.

**DRAW FROM THESE 10 TIPS TO INCREASE YOUR LOTTERY SALES:** Do any of these best practices look like something you'd like to try? Any one of these simple techniques could have a big impact on your lottery sales. So pick one, two or three and see where it takes you.