

# SELLING Points

LOTTERY RETAILER NEWSLETTER | August 2015 Vol. 16, No. 2

[sceducationlottery.com](http://sceducationlottery.com)



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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.

 South Carolina  
Education  
Lottery®

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

# Dear Retailers,

Records are being broken at the Education Lottery. As I write this, we are on track to celebrate our best sales year ever, and this translates to our largest contribution to education yet! One ticket at a time, you have made this tremendous accomplishment possible. I thank you, and South Carolina thanks you!

In next month's newsletter, we will release the final numbers that made this past year truly special. One of the records set might surprise you. A \$1 million Powerball® ticket went unclaimed this year, our largest unclaimed ticket to date. And while the prize money went to support a great cause, education, I can't help but know what benefits might have been realized for this winner and for the retailer who sold the ticket.

It is hard to believe that over \$14 million in prize money went unclaimed last year! In 13 years, unclaimed prizes have accounted for almost \$200 million which has been transferred to the Education Lottery Account. Obviously, we can never ensure that all prizes are claimed, but we can work to minimize the ones which go unclaimed.

I ask that you remind your players to sign the ticket backs and check their tickets. Invite them back to your store or direct them to our website. Educate your players and encourage them to hold on to their tickets until they are checked. We want players AND education to WIN!

All my best,  
**Paula Harper Bethea**  
Executive Director



If you would you like to speak with Paula Harper Bethea, please contact Holli Armstrong at 803-737-4419.

## How to be a LUCKY STORE

Do you want your store to be the one that customers flock to for lottery tickets? Creating a winning atmosphere is simpler than you might think. To get started, give these four steps a try.

### STEP 4

#### Say "Thanks"

Everyone likes to be appreciated. The easiest way to do that is to say, "Thanks." There are countless ways customers can spend their money. By choosing to support your store, they deserve your gratitude.



### STEP 3

#### Show Them How to Play

Imagine if you bought something, got home and couldn't figure out how to use it. Would you buy that product again? No. Do you see the value in explaining how a lottery game is played to a player? Cut confusion for customers by teaching them how to play our games. Knowing how to play, makes our games fun!



### START

### STEP 1

#### Showcase Winners

If customers perceive your location as a "lucky spot," they will be more likely to buy tickets from you. Showcasing winners at your location is the first step. The Lottery supplies winners' posters, all we ask is that you designate a spot to display them. If space is limited, consider a spot near the checkout and rotate posters. Displaying winning tickets you've cashed also works great.



### STEP 2

#### Start a Conversation

If you sell a \$50 winning ticket, tell your customers about it! If a jackpot is high, let players know! If you don't, another retailer will, and you will miss a sale. So start a conversation with customers. You'll learn which games they like and can suggest future games for them to try.

### Clean\$weep Continues!

Litter on the floor of your store or out in the parking lot is bad for business. To stop scratch-offs from ending up on the ground, the Lottery and PalmettoPride started Clean\$weep. The program, where players mail in 10 non-winning scratch-offs for a chance to win \$50, has been hugely successful and will continue. Each month about 200,000 tickets are received and recycled by the Lottery.



## Let's Talk Some Tickets...

By Leila Wilson & Lauren Leviner, Product Specialists

### HOT MILLIONS & COOL MILLIONS

It's the NEWEST and the HOTTEST, (or is that the COOLEST)? The South Carolina Education Lottery is launching its new million dollar ticket Tuesday, August 25. Tell your players to play it hot and stay cool with **Hot Millions Cool Millions** and its \$1 MILLION top prize.

And don't forget, there's more. Those non-winning Hot Millions Cool Millions tickets can be entered in the Hot Millions Cool Millions Second-Chance Drawing for a chance to win the final \$1,000,000 cash prize. Entering is easy. Tickets can be entered online or by mail. To enter online, players can go to [sclottery.com](http://sclottery.com), log in to or create their Players' Club account, and start entering those tickets. To enter by mail, players must sign the back of the ticket and legibly complete the required information. Just add postage and mail like a postcard.

Remind players with a Players' Club account for the \$1 and \$2 Instant Replay Promotion that they do not have to register again. Just log in to enter!



### COMING SOON! Mighty Jumbo Bucks

The Jumbo Bucks series is adding a new member to its mix – the new \$10 **Mighty Jumbo Bucks**, where players have a chance to win a top prize of \$300,000, AND the game is loaded with \$100 and \$200 prizes. Watch for all of the Jumbo Bucks price points to re-launch with new faces and exciting wins and keep an eye out for Mighty Jumbo Bucks coming your way!

## SPOTLIGHT

# Country Corner Exxon

By Britni Tollison, Upstate MSR

If you would like to make a new friend, be treated like a regular and see a smiling face, then **Country Corner Exxon** is the place to stop in **Anderson** to buy your lottery tickets. Ben Parekh, the owner, is one of a kind! His sense of humor and kindness makes new customers become regulars. Parekh is always full of jokes and energy to turn any bad day into a good day. And, of course, winning on a lottery ticket Mr. Parekh sold you will make your day even better!

At Country Corner you will always find dispensers full of the newest tickets and a clean play station, where you may scratch your tickets or fill out your play slip. Parekh promotes the Lottery every way he can by having promotions, second-chance drawings and asking for the sale.

If you've never visited Country Corner Exxon and met Parekh and his staff, then you are missing out. Stop by today to meet his great team and make a new lifelong friend.



Ben Parekh of Country Corner Exxon in Anderson knows the effect a smile and a laugh can have on sales. His positive attitude and energy are contagious!

## New Games

Scheduled to launch Tues., August 25:



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

## TICKET Alerts

### LAST DAY TO SELL

Wed., August 5: Jumbo Bucks (#692), Double Deuces (#734) & Million Dollar Series (#750)

### LAST DAY TO RETURN

Fri., August 7: Mad Money (#719) & Black/White (#733)  
Fri., August 14: Mucho Cash Fiesta (#680) & Heritage Classic Foundation (#746)

### LAST DAY TO REDEEM

Tues., August 11: \$20 Grand Cash (#717) & Bingo Star (#726)  
Tues., August 25: Big Deal (#694), Double Your Money (#707), Money on the Spot (#712), Mustache Cash (#716),  
The Reindeer Games (#722), Diamonds and Pearls (#729) & Stacks of Green (#731)

- Dates Current as of 6/29/2015.

**HOLIDAY CLOSING: Monday, September 7, 2015** - SCEL and our delivery partners will be closed to observe the Labor Day Holiday. Tickets ordered on Fri., September 4 will be delivered on Tues., September 8.