BEST PRACTICES
Winning Strategies of Top-Selling Lottery Retailers



- Sell lottery tickets at every checkout for the widest product exposure and greatest sales potential.
- Keep scratch ticket dispensers clean and free from obstructions so your customers can easily see their favorite games. A clean dispenser and counter also show that you are inviting them to shop.
- Place scratch tickets on-counter before the checkout so customers can make their selections before their purchases.
- Display jackpot signs facing your pumps or parking lot. Predispose your players to buy the jackpot games Powerball®, Mega Millions®, Lotto America®, Gopher 5®, North 5™ and Progressive Print-N-Play® before they enter your store.
- Activate new scratch games as early as possible on new game "Ticket Tuesdays" for the greatest incremental sales potential.
- Keep scratch dispensers full at all times to offer your players a full complement of lottery games to buy. Check before each weekend to ensure you have enough tickets on hand to prevent out-of-stocks.
- Ensure sales associates know the games and can answer customer questions about the features and benefits of each game.
- Discuss different ways to "ask for the sale" so your staff can adapt the style that works best for them.
- Use lottery "fun" to motivate your staff with frequent lottery sales contests. Motivated sales associates have better attendance records and make better workers than less involved employees.
- Increase scratch game variety by carrying the 27-game lineup or more. More game choices provide more sales opportunities for you with no extra space or cost needed!
- Keep players returning frequently with exciting, low-cost promotions. Review the full range of available programs to generate customer interest and build player loyalty with your lottery sales representative.
- Use lottery in your advertising when possible to enhance your store's image as a destination lottery retailer.

