MINIMUM SALES PROGRAM

The Minnesota Lottery has a Minimum Sales Program to ensure the profitability and efficiency of our terminal placements. Currently, traditional-selling retailers must maintain a 26-week sales average of $100 per week in total sales (scratch and lotto).

Vending retailers may have additional requirements.

Retailers will have one full year to achieve and maintain the sales minimum. After one year, a retailer whose total sales fall below the required minimum at the time of their renewal may have their contract with the Lottery suspended.

The Lottery's sales force is always available to help retailers create a strategic plan of action to increase scratch and lotto sales at their locations.

Retailers are encouraged to adopt the following practices in order to build a loyal customer base of scratch and lotto game players:

- Utilize the Best Practices.
- Ensure staff is adequately trained on the operation of the Lottery terminal and has a good understanding of the features and benefits of each lotto game.
- Have staff courteously ask customers if they are interested in purchasing scratch and lotto tickets. Ask players if they've tried the newest scratch games or Progressive Print-N-Play games.
- Conduct frequent staff contests and player promotions to increase sales enthusiasm and maximize scratch & lotto sales potential.
- Keep the scratch dispenser visible and stocked with your players favorite games. Place new games in the dispenser immediately at game start.

The Minimum Sales Program is subject to change. If a retailer's contract with the Lottery is not renewed for failure to meet the minimum sales requirement, a retailer may reapply at any time in the future. The Lottery will review the public convenience and business factors of each application to determine if the minimum sales requirement can reasonably be met.

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