

## Donnie Miller knows how to sell lottery products.

"Lottery is important to our business," said Donnie Miller who owns 14 convenience stores in six Arkansas towns. "Lottery is just another category for us, but we know how to merchandise. You have to know how to present the lottery products. They need to be front and center and always stocked. Tickets sell themselves if they are visible. The boxes have to be full because that's what catches someone's eye - the colors, the sparkle - and they pop."

"The area should be clean, and of course, you need promotions and advertising in the store. Lottery has been nothing but absolutely positive for my stores. It drives business inside the stores. Less than 5 percent of our customers actually come inside the store. However, you have to come in to buy lottery, so that helps get them inside the door."

Miller agreed to have his manager, Marita West, and assistant manager, Dana Whitfield, sell lottery products at the recent Food Truck Festival in downtown Little Rock. West and Whitfield run Panthers Station in Greenbrier.

"I selected Marita and Dana for the festival because they are two of my best employees, and they understand lottery," Miller said. "To be a salesman you have to talk about your product, be able to explain it and relate to your customer. These two ladies have the knowledge to sell and understand how important it is to our business. It is volume driven."

West and Whitfield sold \$4,300 in lottery products at the Food Truck Festival, and Miller thanked them by giving all the profit to them. He said the minute the jackpot sign went up at the festival, draw game sales started instantly. He added that if retailers don't have a working jackpot sign, they should call their lottery sales rep.

"They did the work, and it gave them some extra money. Customers don't care who owns the store, but they do care about how they are treated. We have to treat customers like guests and take care of them. Marita and Dana do that every day," Miller said.

Dana Whitfield (left) and Marita West from Panthers Station in Greenbrier sold \$4,300 in lottery products at the Food Truck Festival in LR recently.

## WINNING RETAILERS



## BOOST YOUR DRAW GAME SALES

You might be surprised how many draw game tickets you will sell just by asking every customer if they have purchased their tickets for the game of the day. For example, on Tuesday and Friday, your cashier might ask: "Do you have your tickets for tonight's Mega Millions® drawing? It's up to \$275 million!" Remind customers Wednesday and Saturday of the Powerball® drawing on those nights, and the Natural State Jackpot draws occur Monday through Saturday.

## BOOP-OOP-A-DOOP™!

The popular BETTY BOOP™ instant ticket returns for the holiday season this year. Remember, players must be 18 years or older to play.



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[www.bettyboop.com](http://www.bettyboop.com) and [www.bettyboopstore.com](http://www.bettyboopstore.com)

## RING IN THE NEW YEAR!

January instant tickets will be delivered to you on Friday, December 28. You will not be able to Activate/Sell these tickets until MONDAY DECEMBER 31! Start the New Year right with your bins full for our early launch!

ACTIVATE  
JANUARY TICKETS  
ON MONDAY  
DEC 31



## (10) \$200,000 Cash Vault HD

(Game 475)  
Top Prize: \$200,000  
Overall Odds: 1 in 2.99  
Top Prize Odds: 1 in 360,000

## (5) \$100,000 Triple Win

(Game 474)  
Top Prize: \$100,000  
Overall Odds: 1 in 3.71  
Top Prize Odds: 1 in 560,000

## (3) Word Games

(Game 473)  
Top Prize: \$70,000  
Overall Odds: 1 in 3.48  
Top Prize Odds: 1 in 440,000

## (2) Payday Multiplier

(Game 472)  
Top Prize: \$20,000  
Overall Odds: 1 in 4.23  
Top Prize Odds: 1 in 480,000

## (1) BETTY BOOP™

(Game 471)  
Top Prize: \$3,000  
Overall Odds: 1 in 4.70  
Top Prize Odds: 1 in 336,000

# November Games!

(Note: These games launch November 6.)



## COMING FAST◀

Fast Play games **Holiday Cash** and **Candy Cane Cash** launch November 5.

## LEAVING FAST▶

The last day to sell Fast Play games **Jumbo Bucks** and **In Between** is November 4. Sales for **Tic Tac Rock** and **3 Times Lucky** will end December 2.

## TWO TIMES OVER!

November's games of the month are **ALL ELIGIBLE \$1 GAMES**.

They are worth **DOUBLE** the Points for Prizes® points all month long!



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There's usually a different Arkansas Scholarship Lottery game or games with multiplied Points for Prizes® points each month, so make sure and have that game available for your players. Remind your lottery players to check out the various prizes available through Points for Prizes® and to visit [MyArkansasLottery.com](http://MyArkansasLottery.com) for details.

## ▼ GAME OVER

The days are numbered for these ASL games.

Note: The last day to redeem is also the final Play It Again® entry deadline for that game.

Last day to redeem: 11/20/2018

- \$10,000 Loaded
- \$125,000 Payout
- \$50K Cash
- \$20 Grand
- Win It All!
- Big Money Multiplier
- Multiplier Money
- Lucky Loot HD

Last day to sell: 10/31/2018  
Last day to redeem: 1/29/2019

- Lucky Numbers
- Cash Diamonds
- \$1 Lottery Ticket
- Cash Money
- Cash \$500's
- Cool 7's
- SCRABBLE™ Crossword
- 50X The Money

Last day to sell: 12/19/2018  
Last day to redeem: 3/19/2019

- Bonus 7
- Cash \$100's
- Cash \$200's
- Cash \$1,000's
- Lady Jumbo Bucks
- 100X The Money
- Bonus Payout
- \$5,000 Jackpot