

# BEST PRACTICES

**1**

## POSITION TICKETS STRATEGICALLY

**A.** Place lottery terminals and ticket displays in high-traffic areas, ideally near the checkout counter, to attract attention.

**2**

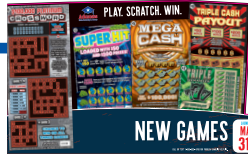
## KEEP DISPENSERS FULL

**A.** Keep dispensers and vending machines fully stocked. The lottery product follows the same stock standards as other products in-store. Tickets can only be purchased when they're available for sale.

**B.** Have back stock accessible for second shifts and weekends.

**3**

## ACTIVATE NEW TICKETS



**A.** Activate and fill bins with all new Scratch-off tickets as soon as possible on launch day.

**B.** Retailers that activate within the first 48 hours could see an increase in sales of up to 2.13%.

**C.** Offer a mix of various price points (\$1, \$2, \$10, \$20 tickets) to cater to different customer preferences and budgets.

**4**

## PLAN-O-GRAM

**A.** The plan-o-gram is designed to ensure your scratch-off assortment features the top-selling games by price point in the most shoppable format for your customers, and it should be followed whenever its recommendations apply to your store.

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## ASK FOR THE SALE

**A.** Encourage sales associates to ask every customer if they would like to purchase an Arkansas Scholarship Lottery ticket.

**B.** When a customer receives change from a non-lottery purchase, suggest they use it to buy a lottery ticket.

**C.** It can potentially multiply players' winnings and increase the store's commission.

**D.** Cross-sell: suggest a different lottery ticket to also consider purchasing, which could introduce a customer to a new experience; especially during high jackpots!



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## USE SIGNAGE TO PROMOTE LOTTERY

**A.** Use posters, banners, and digital screens to promote current jackpots, new games, and special promotions.

**B.** Display jackpot amounts clearly, as they are a strong tool to attract customers to the store.

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## REDEEM WINNING TICKETS

**A.** It's essential to redeem winning tickets (\$500 or less) to enhance customer satisfaction and encourage repeat business to your store.

**B.** When customers have cash in-hand, they will be more likely to make an additional purchase in your store.

**C.** Always ask the customer if they would like to purchase another ticket with their winnings.

**D.** If funds are unavailable to pay out a player's winnings, suggest the player come back later to cash. This action builds a relationship for future returns to your location.



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## PROMOTE WINNER AWARENESS

**A.** Celebrate wins, big or small, in-store or on social media, to create excitement and reinforce the perception that your store is where winners go.

**NEED HELP?**

For equipment - Intralot 877-896-9190 ext 1  
 For tickets - Scientific Games 888-289-1705  
 For Security - Investigation and Enforcement 888-606-6292  
 For Licensing - 501-978-3950  
 For ASL - 501-683-2000.

**Problem Gambling: 1-800-522-4700**