

INCREASE YOUR LOTTERY SALES & MAXIMIZE YOUR EARNING POTENTIAL WITH THE **5-BUCK BUNDLE!**



- Ask every customer if they would like to purchase a ticket for that night's drawing.
- Suggestive sell to impact your sales positively!
 - If a customer is purchasing a Powerball[®] ticket with Power Play[®], **suggest the Bundle!** "Did you know the 5-Buck Bundle is back? For only \$2 more, you can get a Mega Millions[®] ticket and a **FREE Natural State Jackpot ticket!**"
- Be aware of the jackpot amounts and use them as a selling tool for the Bundle.
- Understand how draw games are played to educate your customers. This may encourage new or infrequent customers to **make a purchase** without them leaving your store feeling intimidated.
- Customers are **encouraged to make a lottery purchase** when made aware that your store has winners, so post appropriate signage such as jackpot signs and winning draw game tickets.

This is
WINNING!