

MAXIMIZE YOUR RETAILER COMMISSIONS WITH INSTANT TICKETS!



TIPS & TRICKS

- **Display Lottery Bins Near the Point of Sale**
 - The eye-catching graphics of the instant tickets will stimulate impulse purchases and allow customers to make quick decisions to keep your lines moving. Ensure your bin is free from dust, scratches, and chips. Prominent bin placement also creates the perfect opportunity to cross-sell.
- **Always Keep Your Bins Fully Stocked of Active Tickets**
 - Players will only purchase lottery products that they can see. Make sure to load your tickets properly, so each ticket is showing clearly to the player and arranged from the highest price point to the lowest. Remember that “void” tickets can be utilized as a front-facing display.
- **Prepare for Launch Day**
 - Activate and fill bins with the new instant tickets as soon as possible on launch day. Retailers who activate within the first 48 hours could see an increase in sales of 2.13 percent.
- **Know Your Customers' Preferences**
 - Offer a diverse product selection and double or triple face popular games. Players who win on one pack often like to reinvest their winnings into tickets from another pack of the same game. Contact your Marketing Sales Representative to analyze your sales trends and determine the best options to fit your customers' needs.
- **Pay Winning Tickets**
 - Keep sufficient cash on hand to redeem winning tickets and ask if they would like to purchase another ticket with their winnings. If possible, display winning tickets to promote winner awareness.

