



Arkansas
Scholarship Lottery

BEST PRACTICES AND SALES TIPS

1

ACTIVATE NEW TICKETS

- Activate and fill bins with all new Scratch-off tickets as soon as possible on launch day.
- Retailers that activate within the first 48 hours could see an increase in sales of 2.13%.

2

KEEP DISPENSERS FULL

- Keep dispensers and vending machines full. Our product is like every other product in your store. Tickets can only be purchased when they're available.
- Have back stock accessible for second shifts and weekends.
- Train multiple sales associates on how to load the TVMs.
- If your vending machine becomes out of order, please immediately call 877-896-9190 or call your Marketing Sales Representative.

3

PLAN-O-GRAM

- Follow the ASL recommended Plan-O-Gram.
- The Plan-O-Gram is designed to ensure your scratch-off assortment contains the best selling games by price point, arranged in the most shoppable format for your customers.

4

ASK FOR THE SALE

- Encourage sales associates to ask every customer if they would like to purchase an ASL product.
- Display jackpot amounts and have employees be aware of the jackpot amounts. They are an amazing selling tool for the jackpot games.
- Communicate the benefits of purchasing Power Play® and Megaplier® to your customers. They not only multiply winnings for customers, but potential commissions for you as well!
- Cross-sell: suggest a different lottery product to also consider purchasing, which could introduce a customer to a new experience.

5

REDEEM WINNING TICKETS

- Keep sufficient cash on hand to redeem winning tickets.
- Always ask the customer if they would like to purchase another ticket with their winnings.
 - When customers have cash in-hand, they will be more apt to make an additional purchase in your store.
 - If a customer is receiving change back after purchasing a non-lottery product in your store, suggest that they purchase an entry-level ticket (\$1 or \$2 ticket).

