

# AVOID RUNNING LOTTERY ON AUTOPILOT

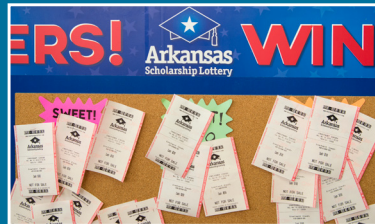
At times lottery tickets can almost sell themselves; however, the way you handle lottery sales can impact its profitability. Here's how to **stay out of autopilot mode** and efficiently manage lottery sales in your store:

**Anticipate Customer Traffic to Increase** - When jackpots grow, so does the demand for tickets. Some retailers offer a designated area and utilize a second register exclusively for lottery players.



**Merchandising Effectively** - To sell more tickets, appeal to the impulsive buyer. Make sure your lottery display is in a prime location, clean, and well-stocked.

**Celebrate Winners** - Celebrate your winners by spreading the news with a winner's board or by word of mouth to entice a customer to return to your store to purchase a lottery ticket.



**Know Your Competition** - More retailers are getting into the lottery game, giving customers more options on where to buy tickets. Focus on what you do well to improve the in-store experience for your lottery players.

