

Advice for the New Year

1. Ask for the sale.

There's always something new to share with brand-new scratch-off and EZPLAY® games starting on a regular basis.

2. Keep your Lottery display and play area neat and current.

Make it fun and decorate for the season.

3. Promote Lottery jackpots.

Use Ohio Lottery jackpot signs to promote our current jackpots. Don't forget our EZPLAY® progressive jackpot games!

4. Carry our top scratch-offs.

Top performing scratch-offs account for about 80% of all scratch-off game sales. See page 11 for recent top performers.

5. Keep your bins full!

6. Use a plan-o-gram to keep your display well organized.

See your sales representative for assistance.

7. Cash winning tickets.

Retailers who take the time to cash winning tickets tend to be our top performers. Customers seek out retailers who make cashing convenient. Be clear on your ticket cashing policy.

8. Redeem Ohio Lottery promotional offers.

That includes Lottery Cash, Lottery Coupons and our scratch-off coupon offers. Who doesn't like a deal?

9. Activate one book of each new scratch-off by the Friday of delivery week.

You could be leaving money on the table, including your Retailer Incentive Plan bonus! Customers seek out retailers carrying the latest scratch-offs.

10. Share news about the big winners sold at your store.

Customers are excited to hear about winners in your store and around your community. Display your recent big winners!

Take a few minutes to meet with your sales representative during their scheduled visit. Touch base on current promotions and other Lottery activities. They're here to support you.

Schedule a sales performance review.

Your sales representative can provide you with sales benchmark data to compare your performance to other retailers in your community and your business type. Use these insights to set goals for the upcoming year.

