

Growing Lottery Sales Is As Simple As A-B-C

Availability, **B**rand visibility, and **C**ustomer advocacy are the building blocks of Illinois Lottery sales in your store. Lottery games are the #1 impulse product you can sell, and they generate 72.5% of sales for convenience stores! Follow the simple checklist below to help grow your lottery sales.

A **AVAILABILITY**

Keeping bins full of new and core games is key to maximizing sales. Plus, activating new games within 3 days can bring in an extra \$100 per day.

Availability Checklist

- ☐ **Activate New Games As Soon As You Receive Them**
- ☐ **Get the Right Games**
 - Use the official flowcharts and planogram to stock the best selling games in Illinois.
- ☐ **Keep Your Instant Ticket Bins Full**
- ☐ **Fill Any Gaps in Your Vending Machine**

B **BRAND Visibility**

Most lottery purchases are triggered by in-store signage and clear product visibility. You can grow sales by up to 16% simply by selling tickets on the main counter.

Brand Checklist

- ☐ **Make Your Lottery Games Easily Visible**
 - Update ticket dispenser if it is not the latest model.
- ☐ **Ensure a Clear Line of Sight for All Signage**
- ☐ **Place Your Vending Machine in a Highly Visible and Accessible Location**
- ☐ **Make Sure Most Recent Point-of-Sale is Displayed**

C **CUSTOMER Advocacy**

Asking for the sale is another easy way to increase sales. One retailer grew sales by over 40% by engaging with customers and asking questions.

Customer Checklist

- ☐ **Ask for the Sale**
 - Talk up the jackpot amounts and engage with customers.
- ☐ **Accept Credit / Debit Cards**
 - Accept credit/debit cards to access more customers and increase sales by up to 18%.
- ☐ **Validate and Pay Prizes**
 - Up to half of all winners you cash out will reinvest their winnings into your store.

