



Rita Patel and Mansukh Patel have turned Quik Mart into the area's "lucky" lottery store.



Randall Sent of Video City is known for providing fast and efficient lottery service.



Nick Patel and KK Patel of Circle B #1 know their lottery customers by name.

## RETAILER SPOTLIGHT

# QUIK MART, VIDEO CITY & CIRCLE B #1

Hartsville, SC

By Tommy Woodham, Midlands MSR

The top three lottery retailers in Hartsville all average more than \$20,000 in weekly sales. The three locations are situationally different, but similar in that they consistently provide a complete range of lottery products and offer exceptional customer service.

**Quik Mart**, an in-town convenience store with gas, offers 72 tickets for sale and provides an area for customers to scratch tickets after purchase. Knowing customers and making them aware of new games keeps instant tickets moving and makes selling winning tickets a

frequent event. Quik Mart is the proud seller of a \$1 million winning ticket. The location has been dubbed by many in the area to be a "lucky" store.

**Video City**, a video rental store, makes customer service its #1 priority. Video City's loyal, repeat customers are the foundation for its growing lottery business. Trained staff provide Pick 3 and Pick 4 customers with a smooth transaction every time. Players know they will be greeted with a smile and their ticket requests will be handled efficiently. For a retailer without gas, quality service is what keeps lottery players coming back to this location.

**Circle B #1**, a suburban retailer with gas, provides a full range of lottery products with 46 tickets available in addition to the online games offered.

Greeting customers by name leads to conversations with customers about the prior night's winning numbers or new games being offered. A convenience store with gas but located out of town, Circle B has its own challenges. The location is proof that "Asking for the Sale" and greeting customers can turn a country store into a lottery success story.

These three lottery retailers in Hartsville prove that "Asking for the Sale" with a smile works. All three go the extra mile to make customers happy and keep them satisfied. As was passed to me, I passed on to these three: "Sell more Tickets and Have More Fun."



Staff at **Mini Mart** in **York** sold a top prize winning Hot! Hot! Hot! instant ticket. The retailer was tickled to receive an oversized check for \$2,000 for selling the \$200,000 winning ticket!



Patricia "Pattycake" Anderson and Sally Taylor from **Piggly Wiggly #97** look pretty happy about selling a 3D Cash Cube ticket worth \$75,000! The **Columbia** location displayed the poster.



Owner Tyrone (right) and clerk Vincent (left) of **Shive Food Mart** in **Jacksonboro** strike a pose with their winning ticket poster. The store sold a \$10,000 10X the Money instant ticket.