

RETAILER SPOTLIGHT

SHIV MART #2

Lugoff, SC

By Susana Beatty, Midlands MSR

Kevin and Rita Patel, of **Shiv Mart #2** in **Lugoff**, are owners of one of the top selling lottery retailers in Kershaw County.

Kevin, Rita, Melissa and Biiona's motto is simple: GIVE THE PEOPLE WANT THEY WANT.

Shiv Mart #2's staff greets all of their customers by name and with a smile. Everyone keeps abreast of current lottery information regarding games and promotions.

Kevin believes that if he and his staff are well informed and up-to-date on what is going on with lottery products and promotions then **Shiv Mart #2's** players will become knowledgeable as well. Keeping his customers happy and in the loop is one reason he has such a loyal customer base.

Shiv Mart #2's customers know which new tickets are coming out and when they go on sale, as well as when second-chance promotions are set to launch. Staff also encourages players to enter Clean\$weep® for a second-chance to win on a non-winning ticket.



Rita and Kevin Patel, owners of Shiv Mart #2, went the extra mile this summer when they gave away a flat screen TV to one of their lottery customers.

To celebrate the holiday season, Kevin and Rita wanted to show their customers just how much they appreciate their business by inviting Susana, their sales representative, and Lauren, from promotions, to host a Wheel Spin. **Shiv Mart #2** gave away a Flat Screen TV in a second-chance drawing. The staff and customers had a great time, and in the end, THEY GAVE THE CUSTOMERS WHAT THEY WANTED.

Thanks, **Shiv Mart #2**, for all you do for your customers.

Selling Points

"Treat your customers with respect, and they will always come back to your store."

- Kevin Patel
Owner Shiv Mart #2



Clerks Wendy Stowe and Tammy Camp of **Gasland USA #8** in **Blacksburg** can't wait to see a new Camaro® pull in for a fill up. One of the store's customers won a Camaro® playing the Lottery's Camaro® instant ticket. Gasland #8 received \$530 for selling the winning ticket.



Ron and Shannon at **Breakers #18** in **Greenville** invited the Lottery to hold a promotion to celebrate selling a \$100,000 winning Palmetto Cash 5 ticket. Palmetto Cash 5 was a hot seller that day!



Sahil Sheikh, Yasin Vahora and Nick Patel at **Raceway #846** in **West Columbia** sold a HOT HOT HOT instant ticket worth \$200,000. All were happy to pose for the photo commemorating the occasion.