

## Sales Tips for the New Year

- ✓ **Ask for the sale.** Let your customers know about big jackpots and new scratch-off and EZPLAY® games.
- ✓ **Keep your Lottery display and play area neat and current.** Get creative and update it often.
- ✓ **Promote Lottery jackpots.** Use Ohio Lottery jackpot signs to promote our current jackpots, including Rolling Cash 5, Classic Lotto, Powerball and Mega Millions.
- ✓ **Carry our top scratch-offs and keep bins full.** See page X for the Top 25 scratch-offs. Ask your sales representative for assistance in organizing your display.
- ✓ **Cash winning tickets.** Customers seek out retailers who make cashing convenient. Be clear on your ticket cashing policy.
- ✓ **Redeem Ohio Lottery promotional offers.** That includes Lottery Cash, Lottery Coupons and our scratch-off coupons.
- ✓ **Activate one book of each new scratch-off by the Friday of delivery week.** Customers seek out retailers carrying the latest scratch-offs.
- ✓ **Share news about the big winners sold at your store.** Display recent big winners to get your customers excited about playing.
- ✓ **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.

### Set a few goals for 2026

- ✓ Review and refresh your Lottery play area and display to best fit your customers' needs.
- ✓ Work with your sales representative to develop in-store promotional opportunities.
- ✓ Learn more about coupon redemption, MyLotto Rewards® perks, and ePlaySlip.
- ✓ Talk to your customers to get feedback on your game offerings.