



SUPPORTING
TEXAS EDUCATION
AND VETERANS



**TEXAS LOTTERY®
RETAILER SERVICES**
7:00AM – 5:30PM CT MON – FRI
800-375-6886

IGT™ HOTLINE
24 HOURS • 7 DAYS A WEEK
800-458-0884

Best Practices

Retailer Reference Guide

Effective 07/26/2019



INTRODUCTION

The Texas Lottery and IGT are committed to providing you the tools and information to make lottery a successful part of your business. Below are some established best practices designed to help you, a Texas Lottery® Retailer, enhance the lottery experience for you, your staff and your customers.

MERCHANDISING

Lottery is often an impulse purchase and players typically respond positively to current information about new games, growing jackpots and featured promotions. Proper placement of tickets, equipment and point of sale (POS) pieces can drive lottery sales in your location.

SCRATCH TICKET GAMES

- Minimize transaction time by prominently displaying scratch ticket games without obstruction so players can easily make their selections.
- Focus on activation of new games - players are excited to see and buy new products. Pull full packs of stale game tickets and all closing games for pick up by your LSR so you can display new games.
- Provide the “right” mix of games that will appeal to your players. Talk to your players and review your sales trends to understand the types of games and price points that sell in your location.
- Double-face games that players purchase most frequently.
- Always face at least one of the games that benefit Texas veterans and their families.

DRAW GAMES

- Draw games can be an “invisible” product so be sure to remind players of today’s draw times.
- Some games are jackpot driven and others are favorites of loyal players who focus on odds and play styles. Make sure you and your staff know the key features of each game.
- Use terminal reports to inform players of winning numbers, prizes paid at your store and jackpot amounts.

LOTTERY EQUIPMENT

- Place the playstation in a prominent area of your store to ensure players have easy access to playslips and information about games, consumer protection and how to contact the lottery.
- Ensure the ESMM is clearly visible, without any obstruction to players making a purchase. Check-a-Ticket (CAT) gives players the security of checking the prize winning status of their tickets before presenting them for validation. Make sure the CAT is conveniently located away from the register.
- Locate Gemini in a visible, accessible location within sight of an employee to monitor access by minors.



BEST PRACTICES

POINT OF SALE ITEMS

- Ensure high-visibility placement for Texas Lottery POS to let customers know they can purchase lottery tickets here!
- Create a culture of winner awareness among employees and customers by talking about prizes you have paid and tastefully displaying paid prize winning tickets with barcode defaced.
- Pay lottery prizes up to \$599. Players often reinvest their winnings for more tickets or other products in your store.
- Know the current jackpot amounts, display a jackpot sign and remind customers of draw days. Wear jackpot stickers when the amounts get high.
- Prominently post the draw schedule.

PROMOTIONS

- Lottery is designed to be fun. Ask your LSR about special promotions for your store.
- Participate in Texas Lottery clerk and player promotions where players and employees can earn free tickets or promotional items for specified sales.
- Don't miss your chance to earn free packs of scratch tickets or cash incentives by participating in retailer sales programs.

PARTNERSHIP

Build a strong professional partnership with your LSR. Below are some ways your LSR can assist you in growing your lottery product sales.

- Understanding sales trends.
- Setting both short and long-term sales goals.
- Understanding how much scratch ticket inventory is ideal for your business.
- Managing your scratch ticket game inventory for financial, reporting and sales growth sustainability.
- Creating the best product mix to ensure the variety of games to meet your players' buying expectations.
- Grouping family/suite games together for upselling opportunities.
- Sharing new game, promotion, jackpot and winning prize information with your sales staff.

CLERK EXECUTION

Below are some ways you and your employees can enhance your lottery sales.

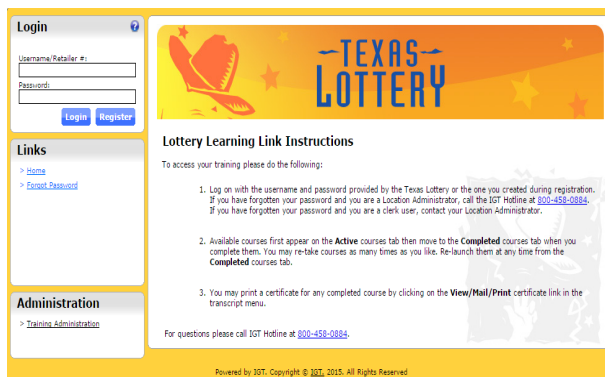
- Asking for the sale of lottery products.
- Upselling the products that have add on features, e.g. "Multiply your Non-Jackpot Winnings!".
- Upselling to the next dollar increment on the family/suite games.
- Promoting and using the Texas Lottery® App.
- Know the jackpot amounts and mention the amounts frequently.
- Keep important lottery information regarding products, prizes paid and promotions easily accessible to employees.
- Keep scratch ticket games stocked, with no empty bins.
- Know your schedule for scratch ticket game orders and deliveries.



TRAINING

Providing ongoing training to your staff is valuable to understanding and promoting lottery products. Along with your LSR, the Texas Lottery provides great information and training resources such as Lottery Learning Link (LLL) and the Texas Lottery website. LLL is a user friendly online learning tool that provides access to courses comprised of video tutorials, hands on exercises, reviews and assessments. Courses are designed to provide supplemental training on key areas of your lottery business. A series of lessons makes up each course for that topic. Each lesson and course can be taken in any order and multiple times. LLL does not replace classroom training for new retailers. It is an easy way to provide lottery information for new employees and quick reference on specific topics for everyone at your location. LLL is accessible using Safari, IE, Chrome, Edge or Firefox and a flash plugin is required. If you are not already using Lottery Learning Link speak with your LSR who can provide more information about this valuable tool.

Lottery Learning Link



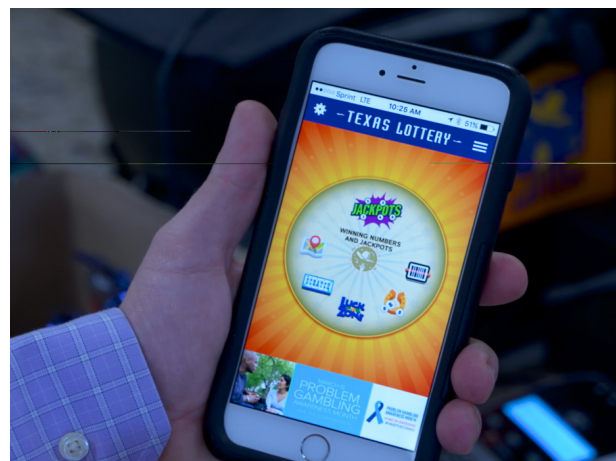
How to access Lottery Learning Link

- 1 Go to txlottery.org Retailers page and click on the LLL link OR
- 2 Click the link provided in Lottery Services Portal (LSP).

IMPORTANT! The first person to log in using a retailer's 6-digit ID will become the Training Administrator for that location. The Training Administrator manages access and views progress of all users assigned to that retailer ID.

Texas Lottery® App

Many players use the app to store their favorite numbers and present a QR Code to purchase draw game tickets. Retailers also can encourage players to check their draw game and scratch tickets to see if they are winners, view winning numbers, and try many other features all from the convenience of their mobile devices. All tickets must be validated by a licensed Texas Lottery retailer. The app can be downloaded in the App Store and Google Play.



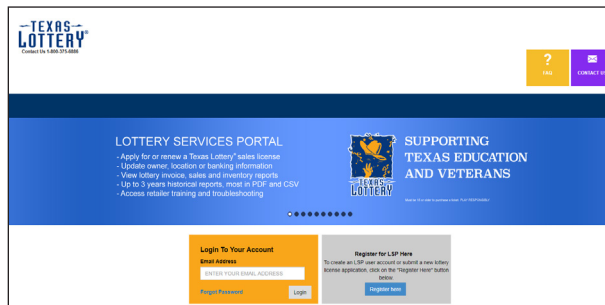


TRAINING & RESOURCES

Lottery Services Portal

Lottery Services Portal (LSP) is a robust and easy to use reporting tool that provides retailers many levels of visibility into their Texas Lottery business for any location. In addition LSP provides an easy way to:

- Submit applications for additional locations.
- Apply for an initial license.
- Renew license(s) and update license information.
- Let primary user assign designated users with certain visibility and access to identified functions.



How to Sign Up

Go to tx-lsp.lotteryservices.com or txlottery.org, where you may use the link provided on the Retailers page.

Click on the **Register Here** button.

LSP REPORTS

The following reports are among the most frequently accessed by current LSP users.

- **FULL STATEMENT:** a complete account listing of all lottery sales reports available for a given reconciliation period; can be viewed/downloaded in PDF.
- **STATEMENT SUMMARY:** provides an easy to use breakdown of lottery activity, including the total sweep amount.
- **PACKS SETTLED:** detail of game, pack number, settlement date/time and settlement method listed for the reconciliation period.
- **VALIDATIONS—MID TIER DETAIL:** view validations \$25+ for the week with game, pack, day/time and amount of validation.
- **VALIDATIONS SUMMARY:** all low and mid-tier scratch ticket validations summarized with totals only.
- **DRAW GAME SUMMARY:** all draw game sales, cashes, cancels, credits and commissions for the reconciliation period.
- **PACK INVENTORY:** a snapshot of the game and packs assigned to the retailer in issued, confirmed or active status.
- **CONFIRMED INVOICE DETAIL:** a list of all orders that were confirmed during the reconciliation period including games, pack numbers and the date each order was confirmed.
- **PACKS ACTIVATED:** all games, pack numbers and dates of activation for the reconciliation period.
- **ADJUSTMENT DETAIL:** when a retailer submits ticket(s) to the Texas Lottery for credit they do not receive notification of processing. Once posted, credits and debits can be viewed in the Adjustment Detail report along with the reason for adjustment. The report is not available to a retailer if no adjustment has been made.
- **RECONCILIATION OVERVIEW:** a quick glance at sales totals, cashes, credits and commissions with a total due for sweep day
- **RETAILER WEEKLY AVERAGE SALES:** the weekly sales by product and cashes for the past 13 weeks with a 13-week average provides an easy view of sales trends by product and cashing activity.



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