



# LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV).

## THE ALL NEW LOTTERY LINKS

It has been nearly a decade since the LOTTERY LINKS Newsletter has been given any kind of an update. What better way to kick off the LOTTERY LINKS 2015 Year than with an all new look as well as more exciting news and ideas for North Dakota Lottery retailers!

The new design will give retailers and associates a more readable layout and a look that catches the eye. Along with this redesign, the articles within the newsletter will be more focused on ideas and success stories. The Lottery is excited to bring a fresh face to the newsletter and generate excitement as well as a renewed enthusiasm among lottery retailers and their staff.

Some of the features retailers will find within the new LOTTERY LINKS Newsletter are:

- Retailer Limelight - Specific retailer's thoughts, ideas, and success stories;
- Newest Promotions - What is coming down the pipeline;
- Clip the Tips - Sales tips you can clip and post by the lottery terminal.

The Lottery hopes these new articles and features will benefit retailers by sparking ideas that will solidify the critical retailer-player relationship. A strong relationship creates player retention and moves them closer to advocacy, for both the Lottery and retailer.

If there is specific information, features or ideas you would like to see in an issue of the LOTTERY LINKS Newsletter, give us a call (701-328-1574) or email us ([ndlottery@nd.gov](mailto:ndlottery@nd.gov))! We hope you enjoy the new and improved LOTTERY LINKS Newsletter. Happy selling!

# DIRECTOR'S MESSAGE



It has been one year since the installation of the new lottery equipment across the state. Thank you for your cooperation in finding the optimal location to place the equipment. Your patience as we worked through the initial technical issues associated with new technology has also been appreciated. I hope the equipment is positively impacting your business by improving the speed of lottery transactions, moving players through the check-out lines more quickly, freeing up clerk time, and increasing sales. If you have any problems with the equipment, please call the Scientific Games 24-hour hot-line for assistance at 1.866.719.2699.

By now you have heard about the upcoming Lottery promotion, "Three Great Deals!" The new promotion will be a combination of three different promotions, each running on a specific day of the week in April and May:

- Every Monday - Mega Monday
- Every Wednesday - Wild Wednesday
- Every Saturday - Sizzling Saturday

The Lottery is thrilled to release this unique promotion for the first time. You will find details about this promotion on page 3. We anticipate a significant increase in sales and a renewed excitement among players and retailers alike.

In addition to new promotions, we are always looking to generate renewed excitement for the North Dakota Lottery. To do this, we continue to explore new game opportunities to complement our current product mix. My expectation is for the Lottery to launch a new game in the fall of 2015. I will provide further details in the next newsletter.

As always, if you have any comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist, the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at [rcmiller@nd.gov](mailto:rcmiller@nd.gov).

*Randy Miller*



## CLIP THE TIPS

Clip these tips and place them next to your lottery terminal! These tips are quick, easy ways to maximize your lottery sales:

- **Display all point-of-sale items** - All POS items are designed to catch the players' attention and capture the sale;
- **Train your staff** - Clerks must understand how to use the terminal and explain game features (add-ons);
- **Remind players of the current jackpot amounts** - Whether the jackpot is \$40 million or \$400 million, alert players of these "life changing" jackpots;
- **ASK FOR THE SALE** - Lottery tickets are impulse buys for many players. Increase the likelihood of a sale by simply asking for the sale: "The Powerball jackpot is at \$80 Million. Would you like a Powerball ticket today?"

## THREE GREAT DEALS READY TO LAUNCH

The newest promotion from the North Dakota Lottery is just around the corner! April 1 through May 30, 2015 will be an exciting time for lottery players and retailers alike. Three different promotions will run on three separate days each and each purchase is JUST \$5 EACH!



Every Monday in April and May, players who purchase 3 plays of Mega Millions with Megaplier (a \$6 value) will receive a one (\$1) dollar discount. That is 3 chances at a huge jackpot for just \$5. With a Mega Monday purchase, when a player wins a Match 5+0 prize, they could win up to \$5 MILLION! Talk about MEGA MONDAYS!



Things will get *WILD* every Wednesday in April and May, when players purchase a \$5 Wild Card 2 ticket, they will also receive a Hot Lotto with Triple Sizzler ticket FREE! Not only do players get 10 chances at a \$200,000 (or more) Wild Card 2 jackpot, they also get a chance at a \$1 Million (or more), ALL CASH Hot Lotto jackpot!



The week will end red-hot with SIZZLING SATURDAYS! Every Saturday in April and May, players who purchase 3 plays of Hot Lotto with Triple Sizzler (a \$6 value) will receive a one (\$1) dollar discount. Just \$5 gets a player 3 chances to become a MILLIONAIRE overnight!

## RETAILER LIMELIGHT

For the first installment of the RETAILER LIMELIGHT, we spoke with Mary from M&H Gas in Mandan (#100114). This North Dakota Lottery retailer has consistently ranked in the Top 5 in average weekly sales for the past few years.

We asked Mary what her best piece of advice would be to other lottery retailers. She said, "When players purchase a Powerball ticket, always ask to add Power Play." Mary is exactly right! Up-selling an add-on to Powerball, Mega Millions or Hot Lotto captures an extra dollar each time.

North Dakota Powerball players add Power Play to their purchase about 40% of the time. North

Dakota ranks consistently in the Top 5, nationwide, in Power Play percentage. Mary offered additional advice, "We also make sure to ask 2by2 players to buy a 7 Draw 2by2 ticket so that all their Tuesday prizes double."

Remember to ASK for the sale and up-sell all Powerball, Mega Millions and Hot Lotto purchases. Each dollar goes a long way!



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**WILL YOU SELL THE NEXT BIG TICKET?**

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The North Dakota Lottery Players Club gives players MORE opportunities to win! Membership is FREE and as a member of the North Dakota Lottery Players Club, players can enjoy all these great benefits:

1. Points for Prizes®
2. Points for Drawings™
3. Second Chance Drawings
4. Subscription Service
5. Free FunPlay™ Games

*North Dakota*  
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## **Subscriptions**

SUBSCRIPTIONS ARE FASTER,  
EASIER AND ONLY A CLICK AWAY!

1. Automatically be entered into every draw without leaving home.
2. Never miss a chance to play and win.
3. Choose to play a single draw or up to 52 weeks.
4. Play your favorite numbers or choose a Quick Pick.
5. Track and manage your subscriptions right from your computer.
6. Play one or more of all North Dakota Lottery games: Powerball®, Mega Millions®, Hot Lotto®, Wild Card 2®, and 2by2®.