



# YOU COULD WIN UP TO \$50,000

RETAILER SALES INCENTIVE PROGRAM  
FEBRUARY 6 – MAY 7, 2011

## 2 WAYS TO WIN! *Base Program + Drawing*

- Earn \$100 for reaching your **Minimum Sales Goal** plus an additional \$100 for each additional \$1,000 in sales\* over your goal.
- 13-week program includes all retailers who were active at least **8 weeks from May 30 to November 27, 2010.**
- Your **Minimum Sales Goal** is your Weekly Sales\* Average (May 30 to Nov. 27, 2010) x 13 weeks + \$1,000.
- Only one drawing prize per location.
- A chain with multiple locations may win at more than one location.
- Reach your **Minimum Sales Goal** and earn an entry into the drawing for prizes of \$500 to \$50,000. Earn an additional entry for each additional \$1,000 in sales\* over your goal.

# of Prizes	Prize Amount	Total
2	\$50,000	\$100,000
5	\$10,000	\$50,000
20	\$5,000	\$100,000
30	\$2,500	\$75,000
100	\$1,000	\$100,000
150	\$500	\$75,000
<b>307</b>		<b>\$500,000</b>

\* Incentive sales do not include *Mega Millions*®, *Megaplier*®, *Powerball*® or *Power Play*® sales.

# Meeting Your Minimum Sales Goal

Dist \_\_\_\_\_ LSR \_\_\_\_\_ Day \_\_\_\_\_

Ret #	Name
Weekly Sales Average (5/30/10 – 11/27/10)	
<b>Minimum Sales Goal</b> (Weekly Sales Average x 13 weeks + \$1,000)	



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### How to Track Your Progress

- ISYS terminal – Select “REPORTS” then enter “11” for “Retailer Incentive.”
- Texas Lottery® website – Register to use the Retailer Services Center at [www.txlottery.org/rsc](http://www.txlottery.org/rsc). For assistance, call 800-375-6886.
- Ask your lottery sales representative (LSR).

### Who is Not Eligible

- Retailers who started selling after November 27, 2010.
- Retailers who were active less than a total of eight (8) weeks from May 30 to November 27, 2010.
- Retailers who are not active as of May 7, 2011.

### How to Increase Sales

- Always keep dispensers full.
- Double face fast-selling instant tickets.
- Remind players to purchase their *Pick 3™* and *Daily 4™* tickets for mid-day drawings.
- Place Texas Lottery playstation where it is easy for players to use.
- Display winners.
- Provide friendly, knowledgeable customer service.
- Ask for the sale.
- Offer a variety of price points and popular games.
- Celebrate winning experiences in the store.
- Keep ticket display clear of obstructions – they won't buy what they can't see.
- Pay all prizes up to \$599.
- Encourage clerk competition with internal incentives.
- Know the features of each game.

**For more information, talk to your LSR or call 800-375-6886 (800 37 LOTTO).**