



WORKING IN ASSOCIATION WITH

**Rural Shops Alliance**

## A Lottery shopper does a lot more shopping...

Whenever a customer buys a Lottery ticket, they'll often pick up lots of other items too. In fact compared to shops without a terminal, customers spend up to 67% more.\* And that rises to a whopping 80% on draw nights between 5 and 7pm.\*

Not only that, Lottery shoppers shop more regularly than non-lottery too: visiting your store up to 4 times a week.\* Aren't they great!

\* Harris International Marketing Convenience Tracking Programme 2005



## Attract more customers to your store with our Rollover checklists

### Your Rollover check list

- ✓ Check your terminal message
- ✓ Reverse your double sided POS and display your Rollover kit
- ✓ Promote as early as possible
- ✓ Remind all your staff
- ✓ Know the jackpot amount
- ✓ Stock up your Playstation
- ✓ Have enough staff on duty
- ✓ Have enough consumables
- ✓ Fill your Scratchcard dispenser



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