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Lottery Links is provided free of charge to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the web site at www.lottery.nd.gov.

Lottery Links

News and Ideas for Lottery Retailers



It's 10X Time Again

Win Up To Ten Times More

Beginning with the April 4th draw and continuing through April 28th, the number "10" will replace one of the "5"s on the Power Play wheel. This allows players the chance to multiply non-jackpot prizes *10 times* their normal value if the wheel lands on the number "10." For example, "match 5" winners, who would normally win \$200,000 playing Powerball with a Power Play purchase, would win \$2 million if the Power Play number is "10".

The 10X promotion applies to Powerball tickets purchased with the Power Play option for all draws from April 4th through April 28th, no matter how many times the "10" is hit on the Power Play wheel. If "10" is not hit by April 28th, the promotion will continue until the "10" is hit.

To increase excitement, the Lottery is offering a *Retail Clerk Cash Incentive*. Clerks will be given the opportunity to win cash prizes of \$25, \$50 & \$100 each week of the promotion. The more Powerball with Power Play tickets clerks sell, the more chances they have to win! *See the insert in this newsletter for more details.*

Power Up Your Prize by Adding Power Play

For Just \$1, Players Have a Chance to Win Up to \$2 Million!



MATCH	Normal	2X	3X	4X	5X	10X
5 + 1 (Powerball)	JACKPOT	Power Play does not apply to the jackpot				
5 + 0	\$200,000	\$400,000	\$600,000	\$800,000	\$1 Million	\$2 Million!
4 + 1 (Powerball)	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000	\$100,000
4 + 0	\$100	\$200	\$300	\$400	\$500	\$1,000
3 + 1 (Powerball)	\$100	\$200	\$300	\$400	\$500	\$1,000
3 + 0	\$7	\$14	\$21	\$28	\$35	\$70
2 + 1 (Powerball)	\$7	\$14	\$21	\$28	\$35	\$70
1 + 1 (Powerball)	\$4	\$8	\$12	\$16	\$20	\$40
0 + 1 (Powerball)	\$3	\$6	\$9	\$12	\$15	\$30

Congratulations to the Top Retailers

Top 25 Retailer Sites (Total \$ Sales)		
January Thru December 2006		
Rank	Retailer	CITY
1	M&H Gas	Mandan
2	Dan's Super Market #2	Bismarck
3	Dan's Super Market #3	Bismarck
4	Hornbacher's Southgate	Fargo
5	Miracle Mart	Minot
6	Hornbacher's Village West	Fargo
7	Sooper Stop	West Fargo
8	M&H Gas	Minot
9	Hornbacher's North Port	Fargo
10	Marketplace Food and Drug	Minot
11	Hugo's #8	Grand Forks
12	Sunmart #103	West Fargo
13	Simonson Station Store	Minot
14	Expressway Amoco	Bismarck
15	Dan's Super Market #6	Mandan
16	Circle 'R'	Oakes
17	Dan's Super Market #5	Dickinson
18	Farmers Union Oil	Beulah
19	M&H Gas	Jamestown
20	Harley's Conoco	Minot
21	Stamart	Mandan
22	B & J Tesoro	Bismarck
23	Miracle Mart	Minot
24	Simonson Station Store	Bismarck
25	Hugo's #9	Jamestown

Top 25 Retailer Sites (Sales Increase over 2005)			
January Thru December 2006			
Rank	Retailer	CITY	%
1	Hook, Line & Sinker	Beulah	118%
2	Kum & Go #806	Williston	109%
3	2nd Avenue Sinclair	Williston	97%
4	Frankies Westside Conoco	Dickinson	83%
5	McClusky C-Store	McClusky	70%
6	Medina General Store	Medina	69%
7	Gas Plus	Bismarck	69%
8	Cenex	Hazen	65%
9	Loaf N Jug #688	Fargo	65%
10	Kum & Go #805	Williston	64%
11	Loaf N Jug #687	Fargo	64%
12	Kum & Go #802	Dickinson	64%
13	Western Star Conoco	Williston	63%
14	M&H Gas	Williston	63%
15	Cenex	Fairmount	58%
16	Farmers Union Oil	Watford City	56%
17	Farmers Union Oil	Beulah	55%
18	One Stop	Watford City	55%
19	Herman Oil Convenience Store	Williston	55%
20	Southside Deli	Ellendale	54%
21	Simonson Station Store	Fargo	53%
22	Loaf N Jug #685	Bismarck	53%
23	Michigan Amoco	Michigan	52%
24	CVS Pharmacy #8628	Bismarck	51%
25	Expressway C-Store	Bismarck	51%

10X Tips - How to Maximize Your Sales Success

◆ **Display 10X Powerball with Power Play Point-of-Sale Items:**

10X eye-catching graphics are designed to grab players attention.

◆ **Create Excitement Through In-Store Promotions:**

Entice new players to try the Powerball with the Power Play option.

◆ **Retail Clerk Training:**

Clerks must understand how to use the terminal to sell the Power Play option.

◆ **Selling the Games:**

Clerks must not just process the transaction but sell the product.

◆ **Ask for the Sale - Interact with customers by asking:**

“Would you like a Powerball with Power Play ticket today?”

“Have you heard about the 10X promotion?”

“Do you know how the Power Play promotion works?”

“Would you like your change in lottery tickets?”

◆ **Remind Customers of the Current Jackpot Amounts:**

“Did you know that the jackpot is at \$XX million?”

“Would you like to purchase a chance to win \$XX million?”

◆ **Game Knowledge:**

Understand how each game is played.

Know the draw days and times.

Understand the game rules.



What Product Line has

- ◆ No inventory investment
- ◆ The hardware given to you
- ◆ The Point-of-Sale created for your store
- ◆ A decent rate of commission
- ◆ Extended shelf life
- ◆ Something that many of your customers want to buy on a regular basis

North Dakota Lottery Tickets!





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No Credit Accepted

Selling lottery tickets is the key to a successful lottery business. For selling tickets, Lottery rules allow retailers to accept cash, checks and debit cards as payment but prohibit extending credit to a player or accepting credit cards.

Some retailers may choose to not allow the use of debit cards. A retailer can adopt a policy to accept a debit card as payment for lottery tickets.

If it is determined that a ticket was purchased in violation of the Lottery rules, it is considered void and may not be used to claim a prize. For more information, contact the Lottery at 701-328-1573.

Honoring Player Confidentiality

Selling a big-winning lottery ticket is exciting and draws many interested folks into the store, curious about details of the winning ticket.

Creating winner awareness is a great way to boost lottery ticket sales. However, retailers must be aware of player confidentiality when promoting winning players and responding to the public's questions. The North Dakota Lottery and retailers must maintain player confidentiality, unless approved in writing by the player. The name and street address of the winning player may not be disclosed.

Have fun promoting winners, but before releasing the winner's name you must have the player sign the Winner Awareness Mini Poster, supplied by the Lottery. The winner's signature is NOT required to use the poster but DO NOT post a winner's name without the winner's authorization.