



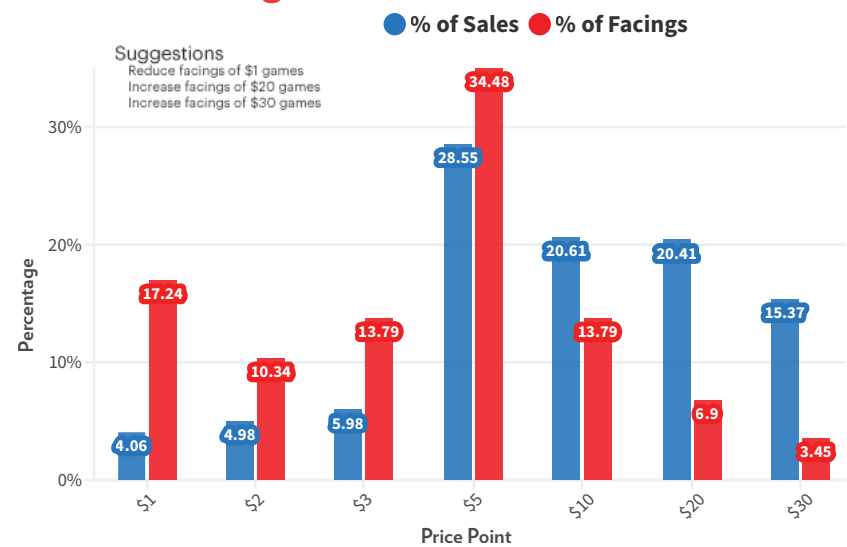
Sell Higher Price Point Scratch-offs

Increase commissions with no risk or added labor

Space to Sales & Rate of Sales

Your Lottery Representative can give you valuable insight on which price points will sell best in your store. The Space to Sales graph, available in their Sales Wizard tool, analyzes the sales of each price point and compares it to how many games you have on display. The Rate of Sales screen shows how quickly you are selling through each game. Your Lottery Representative can provide suggestions on increasing or decreasing specific price points in your display, by looking at the sales generated from each facing. These tools can be used to guide you in creating the most effective product mix for your store, and highlight opportunities to add bins of specific price points to your display.

Sales vs Facings



Price Point	Facings	Sales	Sales Per Facing	% of Facings	% of Sales	% of Tickets	Tickets
\$1	5	\$141	\$28.20	17.24%	4.06%	22.77%	140
\$2	3	\$173	\$57.67	10.34%	4.98%	13.96%	86
\$3	4	\$207	\$51.75	13.79%	5.98%	11.17%	69
\$5	10	\$990	\$99.00	34.48%	28.55%	31.97%	197
\$10	4	\$715	\$178.75	13.79%	20.61%	11.54%	71
\$20	2	\$708	\$354.00	6.9%	20.41%	5.71%	35
\$30	1	\$533	\$533.00	3.45%	15.37%	2.87%	17
Total	29	\$3,466	\$119.52				615

In this Space to Sales example, the Sales Wizard analysis chart reveals that the retailer only has two facings of the \$20 price point and the graph recommends to add more \$20 facings.

Summary											
Alert	Game No.	Game Name	Price Point	State			Sales - # of weeks ago				
				T	B	D	1	2	3	4	
⚠	1464	\$10,000,000 BONUS	\$30	0	0	1	0.29	0	0	0	
	1406	\$10,000,000 BLACK TITANIUM	\$30	0	0	0	0.21	0.21	0.21	0.21	
⚠	1383	\$10,000,000 COLOSSAL CASH	\$30	0	1	0	0	0.07	0.07	0.14	
⚠	1425	\$10,000 A WEEK FOR LIFE	\$20	0	0	1	0.31	0.63	0.34	0.27	
	1439	\$5,000,000 MEGA MULTIPLIER	\$20	0	0	1	0.07	0.40	0.27	0.20	
⚠	1391	\$300,000,000 WORLD CLASS CASH	\$20	0	1	0	0	0	0	0	
⚠	1448	\$1,000,000 CASHWORD	\$10	0	1	1	0.40	0.32	0	0.32	
⚠	1400	Set for Life	\$10	0	1	0	0.40	0.47	0.71	0.71	
	1419	\$2,500,000 MAKE MY YEAR	\$10	0	0	1	0.27	0.21	0.27	0.27	
	1435	HIT \$600	\$10	0	0	1	0.23	0.15	0.30	0.68	
⚠	1411	\$1,000,000 BOGGLE CASHWORD	\$10	0	0	1	0	0	0	0	
⚠	1424	Double Triple Cashword	\$5	0	0	2	0.67	0.15	0.05	0.15	
⚠	1452	THE NEW YORK SERIES	\$5	0	0	1	0.35	0.82	0	0	

The Sales Wizard Summary Inventory screen shows the entire scratch-off inventory Rate of Sales for the last four weeks.

The Rate of Sales analysis shows that the retailer is selling over half a book a week, of one \$20 game, alone.

Still concerned about having enough room to carry higher price points or more games?

Review this chart with your Sales Representative. If the sales per facing found on the Sales Wizard Space to Sales chart is more than what you have to pay per week, you're a great candidate for more scratch-off bins... and even more sales! As a general rule of thumb, if you're selling 25% or more of a book a week, you'll sell through the book before it settles and you have to pay for it.

	Book Size	Book Value	\$/week to pay book in 21 days
\$1	100	\$100	\$33.33
\$2	200	\$200	\$66.66
\$3	80	\$240	\$80.00
\$5	80	\$400	\$133.33
\$10	50	\$500	\$166.66
\$20	30	\$600	\$200.00
\$30	20	\$600	\$200.00



Alert	Definition	Action
New Game	Retailer has not put books of new game on display. This alert will begin 2 days after new games are launched and runs for 14 days.	Players are trained to look for new games, and sales are strongest the first two weeks after a launch. Ensure retailer has received the new games. Contact your retailer to get new games faced.
Hard Recall	Retailer has a game that has been recalled.	Remove games that have been recalled to make room for strong selling games.
Game End	Retailer has inventory of a game that has ended or is ending soon. Generated 21 days before a game ends and removed once the end date is reached.	Remove games that are ending to make room for strong selling games.
In Transit	Retailer has books of a game that been in transit too long. Alert is triggered after 3 days in transit status.	Make sure books are not lost. If the retailer has the package, communicate that they need to confirm the delivery on the terminal.