State of Michigan
Civil Service Commission
Capitol Commons Center, P.O. Box 30002
Lansing, MI 48909

Position Code
1. LOTSREPA

POSITION DESCRIPTION

This position description serves as the official classification document of record for this position. Please complete the information as accurately as you can as the position description is used to determine the proper classification of the position.

2. Employee's Name (Last, First, M.I.)	**8. Department/Agency** BUREAU OF STATE LOTTERY
3. Employee Identification Number	**9. Bureau (Institution, Board, or Commission)** Michigan State Lottery
4. Civil Service Position Code Description Lottery Dist Sales Rep-A	**10. Division** Sales
5. Working Title (What the agency calls the position) Lottery District Sales Representative	**11. Section** Region 2
6. Name and Position Code Description of Direct Supervisor NOONAN, ERIC; STATE ADMINISTRATIVE MANAGER-1	**12. Unit**
7. Name and Position Code Description of Second Level Supervisor SPOELMAN, ADAM; STATE DIVISION ADMINISTRATOR	**13. Work Location (City and Address)/Hours of Work** Works in assigned district / Mon-Fri 7:45-4:45

14. General Summary of Function/Purpose of Position

The advanced level sales representative has the responsibility of promoting lottery sales through direct contact with retailers in a specific route within a specific geographical area of the state. Perform analysis of sales to determine the precise product line that will generate the highest volume of sales based on past sales and individual store sales patterns and order appropriate products to meet sales projections for retailer. Identify new retail opportunities in targeted area based on gap analysis and establish relationship(s) within businesses to present lottery products, benefits to retailer and the impact to the School Aid Fund. As a member of the marketing strategic planning committee, present data based on historical sales, feedback from retailers on current products and suggestions for the development of new products. Present new product lines at regional meetings and provide details on new promotions and the benefit to the retailer.

15. Please describe the assigned duties, percent of time spent performing each duty, and what is done to complete each duty.

List the duties from most important to least important. The total percentage of all duties performed must equal 100 percent.

Duty 1

General Summary: **Percentage: 75**

The advanced level representative utilizes advanced sales report data to analyze metrics and opportunities to introduce new products and strategies to increase sales on current inventory to meet or exceed lottery sales projections and conducts specialized ordering of products. Conducts gap analysis for new retailer opportunities to increase sales within assigned geographic area. As a member of the marketing division strategic planning committee, based on expertise of historical and current sales products, present opportunities and offer input on new products and promotions. Provide training for new sales representatives on all aspects of position, including products and promotions, timelines on seasonal promotions, entry of retailer visits in GEM, required timelines for activation of tickets and return of backstock.

Individual tasks related to the duty:

- Analysis of sales and management of the complete line of lottery products to determine which product is appropriate for individual retailers' demographics.
- Process specialized ordering based on the success of current inventory sales and appropriate new product.
- Conduct gap analysis to identify new retailer opportunities to increase saturation of assigned geographic area.
- Active member of marketing strategic planning committee and provide data to support new sales projections and feedback from retailers on potential new product line. Offer expertise on design of new products.
- Train and mentor new sales representatives on products, GEM, required reports and sales strategies, required timeline for activation of products and backstock.
- Provide leadership at regional meetings and conduct presentations on new products, promotions and opportunities.
- Provide demonstration of machines and train owners, managers and appropriate staff on filling/maintaining vending machines.
- Upon security clearance, provide regional office support as needed to process checks

Duty 2

General Summary: **Percentage: 15**

Conduct sales calls to assigned retailers as directed by the Deputy Commissioner of Sales, the Zone Manager(s), or the Regional Manager.

Individual tasks related to the duty:

- New retailer start-up
- Change of ownership assistance
- Special retailer training
- Special promotion compliance checks
- Prospective new retailer solicitation
- Specific calls as assigned

Duty 3

General Summary: **Percentage: 10**

Perform all other duties as needed to contribute to the overall operation of the Michigan State Lottery.

Individual tasks related to the duty:

- Prepare and submit reports such as: Call Report, Inventory Report, Monthly Activity Report, and other reports as may be directed by the Deputy Commissioner of Sales, the Zone Manager(s), or the Regional Manager.

16. Describe the types of decisions made independently in this position and tell who or what is affected by those decisions.

This position makes independent decisions when reacting to constantly changing retail, market and service conditions in response to new games and promotion of sales to maximize state revenue for the School Aid Fund.

17. Describe the types of decisions that require the supervisor's review.

Decisions where goals and/or objectives require interpretation. Issues that arise which are unusual and complex and require further review and direction or expenditure of funds.

18. What kind of physical effort is used to perform this job? What environmental conditions in this position physically exposed to on the job? Indicate the amount of time and intensity of each activity and condition. Refer to instructions.

Significant amount of time is spent sitting, driving, and getting in and out of car and extensive use of technology, e.g., computers. Also involves significant time servicing retailers' locations in person. This position also requires working in

inclement weather conditions and lifting up to 25 pounds of lottery promotional materials. All employees have a responsibility for workplace safety including identifying potential hazards, reporting them, and ensuring they actively participate in all required training.

19. List the names and position code descriptions of each classified employee whom this position immediately supervises or oversees on a full-time, on-going basis.

Additional Subordinates

20. This position's responsibilities for the above-listed employees includes the following (check as many as apply):

N	Complete and sign service ratings.	N	Assign work.
N	Provide formal written counseling.	N	Approve work.
N	Approve leave requests.	N	Review work.
N	Approve time and attendance.	N	Provide guidance on work methods.
N	Orally reprimand.	N	Train employees in the work.

22. Do you agree with the responses for items 1 through 20? If not, which items do you disagree with and why?

Yes

23. What are the essential functions of this position?

The Lottery District Sales Representative is the advanced level field representative assigned to a specific geographical area of the state. Essential functions of this position include analyzing entire lottery product line to determine the highest return on investment for retailer and process specialized ordering to support projected sales. Conduct gap analysis to determine where in assigned geographical area there are opportunities for new retailers and establish relationship with owner/manager and present benefits to retailer for making lottery products available. Demonstrate new machines, train owners and managers on how to appropriately fill and maintain vending machines. Train and mentor new sales representatives on all aspects of the LDSR field responsibilities, administrative requirements, sales strategies, Gem and required timelines for activation of products and backstock.

Provide expertise as an active member of the marketing strategic planning committee and present data for new sales projections. Present feedback from established retailers regarding pros/cons of current products and suggestions for new products. As an active member of the marketing strategic planning committee, present at regional meetings the new products, promotions and benefits to retailer which have been developed by committee. Upon security clearance, provide regional office support as needed to process checks. Driving and attendance are also essential duties of this position.

24. Indicate specifically how the position's duties and responsibilities have changed since the position was last reviewed.

Reclassification to the advanced level based on the Senior Standards concept.

25. What is the function of the work area and how does this position fit into that function?

The Michigan State Lottery strives to maximize net revenues to supplement state education programs; to provide fun and entertaining games of chance, and to operate all games and bureau functions with nothing less than total integrity. The Lottery was established under the authority of Public Act 239 of 1972 to generate funds to support Michigan's public-school system and is a Type 1 agency with statewide operations. The Lottery generates revenue through the sale of lottery tickets at retail locations accounts and over the internet. Profits from lottery revenue support the School Aid Fund.

The Lottery District Sales Representative's responsibilities are to evaluate each account and identify opportunities for sales growth. Once those opportunities are identified the Lottery District Sales Representative works in conjunction with the retailer to achieve the desired sales increase. Identifies geographical areas where there is low saturation of retailers and develop relationship(s) to present the lottery product line and return on investment to retailer. This position is the direct contact with new/existing retailers and other account holders, ensuring the integrity of the Michigan State Lottery is maintained through excellent customer service, stewardship and professionalism.

26. What are the minimum education and experience qualifications needed to perform the essential functions of this position.

EDUCATION:

Possession of a bachelor's degree in any major.

EXPERIENCE:

Lottery District Sales Representative 12
Three years of professional consumer product sales or management experience in retail operations or management experience in a Class C licensed establishment (restaurant/bar), including one year equivalent to a Lottery District Sales Representative P11.

Alternate Education and Experience

Lottery District Sales Representative 12
Seven years of consumer product sales or management experience in retail operations, including one year equivalent to a Lottery District Sales Representative P11 may be substituted for the education and experience requirements.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Promotes lottery sales through direct contact with retail operations in an assigned district of the state.
- Establishes new sales accounts and maintains those already in existence.
- Recommends promotional activities specific to individual retailers' needs.

CERTIFICATES, LICENSES, REGISTRATIONS:

Possession of a valid driver's license.

NOTE: Civil Service approval does not constitute agreement with or acceptance of the desired qualifications of this position.

I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.

Supervisor **Date**

TO BE FILLED OUT BY APPOINTING AUTHORITY

Indicate any exceptions or additions to the statements of employee or supervisors.

N/A

I certify that the entries on these pages are accurate and complete.

Appointing Authority **Date**