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

Position Code
1. LOTSREPEA01N

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-E	**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-15	**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 Lottery District Sales Representative is the primary field representative assigned to a specific geographical area of the state. Responsibilities include conducting sales calls to assigned retailers as directed by the Deputy Commissioner of Sales, the Zone Manager(s), or the Regional Manager. The major responsibility is to promote lottery sales through direct contact with retailers and accounts to maximize state revenue for the State School Aid Fund (SAF). Build strong relationships with accounts, owners, managers and staff. Inform retailers of current and upcoming lottery programs, promotions, events, best practices, and market trends.

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**

Conduct routed sales calls to lottery retailers and advise them on effective use of point-of-sale materials which support statewide sales programs and/or specific products within the district.

Individual tasks related to the duty:

- Build strong relationships with accounts, owners, managers, and staff. Including informing retailers of current and upcoming lottery programs, promotions, events, best practices, and market trends.
- Evaluate instant ticket inventory and plan orders with retailer. Review inventory for close dated tickets.
- Solicit special sales programs.
- Follow up on any customer complaints.
- Keep retailer informed on their quarterly sales progress for inclusion in the Lottery's retailer bonus commission program
- Keep retailer informed of lottery policies and procedures that affect retailers.
- Record sales calls using detailed notes in GEM (sales software program) upon completion of the call. Run route as specified in GEM, communicate any change to go off route with Regional Manager. Run route accordingly to optimize time, projects, and administrative duties.
- Answer retailer questions. Train owners, managers and appropriate staff on filling / maintaining vending machines.
- Communicate with Regional Manager and/ or support staff via email or phone - retailer and player needs, complaints and issues in a timely and effective manner.
- Utilize promotional items to maximize lottery sales at retail.
- Properly merchandise all lottery equipment including displays and vending machines.
- Communicate effectively with KAS regarding any chain opportunities or issues.
- Account coordination with IGT partners i.e., merchandisers for the account, out of stocks on vending machines on off days, trends with instant ticket specialists – buying trends, seasonal businesses.
- Responsible for the maintenance, care and proper use of all equipment assigned to the District Sales Representative.

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**

Administrative duties and other duties as assigned.

Individual tasks related to the duty:

- Perform all other duties as needed to contribute to the overall operation of the Michigan State Lottery
- 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.
- Maintain adequate traveling inventory of point-of-sale, informational brochures, and other product related materials. Pick-up these items as appropriate.
- Using GEM system, review sales reports and other reports to analyze and plan retailer sales strategies
- Participate in sales meetings and other lottery activities as directed by the Deputy Commissioner of Sales, the Zone Manager(s) or the Regional Managers.
- Assist at regional claim center.
- Detailed documentation of all calls and activities throughout the day (in person visits, phone visits, administrative time, calls to RM, Key Account Specialist etc.) special projects, material preparation and email correspondence.
- Proper maintenance of Instant Ticket Displays, Equipment, Point of Sale materials and Lottery Signage. Keep clean and orderly, clean, repair or replace when necessary.

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 SAF.

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.

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?

This position is properly described in the preceding pages.

23. What are the essential functions of this position?

The Lottery District Sales Representative is the primary field representative assigned to a specific geographical area of the state. Essential functions of this position are conducting sales calls to assigned retailers and accounts as directed by the Deputy Commissioner of Sales, the Zone Manager(s), or the Regional Manager. Additionally, the position promotes the sale of lottery products through our retailer network by using the sales software program, training, motivating, and working with the retailers to maximize sales by building strong relationships with accounts, owners, managers and staff. Inform retailers of current and upcoming lottery programs, promotions, events, best practices, and market trends. 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.

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 are used to supplement state education programs.

The Sales Bureau through the Regional Claim Centers is responsible for maximizing the Lottery's contribution to 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. This position is the direct contact with retailers and other account holders, promoting lottery products and servicing their needs

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 10
One year of professional consumer product sales or management experience in retail operations or management experience in a Class C licensed establishment (restaurant/bar).

Lottery District Sales Representative P11
Two 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 10.

Alternate Education and Experience

Lottery District Sales Representative 10
Five years of consumer product sales or management experience in retail operations may be substituted for the education and experience requirements.

Lottery District Sales Representative P11
Six years of consumer product sales or management experience in retail operations, including one year equivalent to a Lottery District Sales Representative 10 may be substituted for the education and experience requirements.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of the principles and practices of lottery district sales representation.

Knowledge of sales and promotional methods and techniques.

Knowledge of the principles and practices of product marketing and retail sales.

Knowledge of retailer or customer sales relation techniques.

Ability to work with a wide variety of people and retailers in a usual sales atmosphere as well as in stressful and difficult circumstances while maintaining the integrity of the Lottery.

Ability to establish and maintain retail sales accounts.

Ability to maintain favorable sales relationships with retail operations.

Ability to analyze data and prepare reports.

Ability to identify and analyze problems and to take corrective actions.

Ability to determine market conditions that influence sales.

Ability to conceive of promotional methods to improve sales.

Ability to maintain records and prepare reports and correspondence related to the work.

Ability to communicate effectively with others.

Ability to work as a member of a team.

Ability to travel on a daily basis.

Ability to maintain favorable public relations.

CERTIFICATES, LICENSES, REGISTRATIONS:

Possession of a 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**

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.

Employee **Date**