

Iowa Department of Administrative Services – Human Resources Enterprise  
Job Classification Description

## Key Account Executive

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### Definition

Works with national and regional chain-owned, franchised, and group-owned retail outlets for the sale and promotion of the state lottery product lines; troubleshoots retail accounting problems and recruits new retailers; performs related work as required.

*The work examples and competencies listed below are for illustrative purposes only and not intended to be the primary basis for position classification decisions.*

### Work Examples

Develops presentations to be made to corporate retailers to gain corporate participation in the sale of the state lottery product lines; makes presentations to corporate retailers and answers questions related to the marketing and sale of the state lottery product lines.

Confers with corporate retailers on problems related to the sale and marketing of product lines; serves as a liaison between the state lottery and corporate retailers; confers with state lottery marketing management on local outlet problems that involve central corporate policy.

Initiates special promotions, demonstrations, and special events at major retailers to increase interest in the state lottery product lines.

Analyzes the retail activities of corporate licensed agents and recommends improvements to best integrate and optimize the promotion and sale of lottery tickets at their places of business.

Develops and establishes sales promotions within corporate retail outlets.

Prepares recommendations and justifications for new or revised sales and marketing procedures and policies.

Makes field visits to retailers to determine the effectiveness of sales promotion programs and to resolve any problems the retail outlet may be having.

### Competencies Required

Knowledge:

- Sales and Marketing – Principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Customer Service – Principles and processes for providing customer services, including customer needs assessment, meeting quality standards for services, and evaluating customer satisfaction.
- Administration and Management – Business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

- English Language – The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Basic Arithmetic – Addition, subtraction, multiplication, and division.
- Clerical Procedures – Word processing, managing files and records, designing forms, and other office procedures and terminology.

**Abilities:**

- Oral Expression – Communicate information and ideas in speaking so others will understand.
- Written Expression – Communicate information and ideas in writing so others will understand.
- Speech Clarity – Speak clearly so others can understand.
- Speech Recognition – Identify and understand the speech of another person.
- Deductive Reasoning – Apply general rules to specific problems to produce answers that make sense.
- Inductive Reasoning – Combine pieces of information to form general rules or conclusions.
- Problem Sensitivity – Tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

**Skills:**

- Active Listening – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Critical Thinking – Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Reading Comprehension – Understanding written sentences and paragraphs in work related documents.
- Persuasion – Persuading others to change their minds or behavior.
- Social Perceptiveness – Being aware of others' reactions and understanding why they react as they do.
- Negotiation – Bringing others together and trying to reconcile differences.
- Judgment and Decision Making – Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Service Orientation – Actively looking for ways to help people.
- Complex Problem Solving – Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

**Minimum Qualification Requirements**

Two years of full-time work experience in product sales/promotion as a manufacturer's representative or route sales person, including the servicing of existing customers or the direct solicitation of potential customers for the purpose of convincing them to purchase the product or service (e.g., consumer products, business products, equipment, or services). Retail sales experience in a grocery, convenience, or department store, restaurant, or other enterprise is not considered as qualifying experience.

**Notes**

Employees in this class must possess a valid driver's license.

*Effective date: 01/20 KMJ*