

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

Lottery District Sales Representative

Definition

Acts as a representative of the state lottery for sales, marketing, and promotional activities within an assigned geographic region of the state; 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

Contacts representatives of retail outlets to introduce advertising materials and innovative displays.

Advises current and potential business partners of requirements for licensing and proper handling of lottery tickets.

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

Develops and establishes sales promotions within individual retail outlets.

Distributes lottery tickets throughout the territory to assure adequate coverage and adequate inventories of tickets at all points of distribution; prepares various reports to reflect sales activity of assigned district.

Maintains security of lottery tickets; evaluates and directs retail outlets to ensure a secure environment for selling lottery tickets.

Distributes point-of-sale promotional materials, such as posters, stickers, and tickets to licensed agents and sees that materials are current and properly displayed.

Operates and maintains lottery ticket vending machines.

Identifies and contacts prospective lottery retail outlets to promote the business advantages of becoming a lottery retailer; maintains daily records of telephone calls made, orders taken, and tickets sold.

Prepares recommendations and justifications of new or revised sales procedures and policies.

Travels extensively to retail outlets in an assigned territory.

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.

- 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.

Abilities:

- Oral Comprehension – Listen to and understand information and ideas presented through spoken words and sentences.
- Oral Expression – Communicate information and ideas in speaking so others will understand.
- Written Expression – Communicate information and ideas in writing so others will understand.
- Written Comprehension – Read and understand information and ideas presented in writing.
- Deductive Reasoning – Apply general rules to specific problems to produce answers that make sense.
- Speech Recognition – Identify and understand the speech of another person.
- 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.
- Complex Problem Solving – Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- Judgment and Decision Making – Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Persuasion – Persuading others to change their minds or behavior.
- Social Perceptiveness – Being aware of others' reactions and understanding why they react as they do.
- Reading Comprehension – Understanding written sentences and paragraphs in work related documents.

Minimum Qualification Requirements

One year 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.

Employees in this class normally reside within the territories where they work.

Effective date: 03/18 KJ