Classification: District Sales Representative

Working Title: District Sales Representative-(Floater)

Position Number: 358-711-1790-017

Division/Unit: Sales / Sacramento District Office

Assigned Headquarters: 4106 E Commerce Way, Sacramento, Ca, 95384

Position Eligible for Telework (Yes/No)**: No**

Job Description Summary

Under the supervision of the District Sales Supervisor (DSS) or Lottery Sales Manager (LSM), the District Sales Representative (DSR) serves as the liaison in field contacts between the Lottery and authorized Lottery Retailer accounts within an assigned geographic area (determined by postal zip codes). The DSR drives to retail locations and conducts field service visits to Lottery Retailers within their assigned territory each day to ensure direct contact is maintained with retailers and to provide assistance and guidance to maximize sales/marketing of Lottery products. DSR staff help the Lottery meet our mission to maximize supplemental funding for public education within the State of California. Incumbents must possess a valid California driver's license and drive safely and responsibly.

Job Description

35% (Essential) - Make professional sales calls to an established retailer base in an assigned territory. Provide business reviews to Retailers on a periodic basis to guide them in the best sales strategies for their clientele and ensures the Lottery can maximize sales and meet its mission. Continuously build the relationship with Lottery Retailers to gain support for special promotions. Distribute Point of Sale (POS) material and provide merchandising expertise. Ensure current POS campaigns are visible to players to stimulate sales to increase market share. Interact with players to answer questions and explain how Lottery Draw and Scratchers games are played. Resolve retailer or Lottery player concerns/complaints or direct them to the appropriate area or individual for resolution. Develop sales quotas and marketing plans for Retailers; set up an effective point of sale display; analyze marketing data and recommend a variety of methods to increase sales; make persuasive sales presentations to prospective Retailers; maintain good public relations with licensed Retailers, the public and associates; use tact and good judgment in dealing with the public and other employees and communicate effectively. Maintain a valid California Class C driver's license and ensure the ongoing maintenance and safe operation of assigned vehicle.

25% (Essential) - Monitor all Retailer Scratchers inventory for time activated/settled packs, returning excess product as needed and ensure the retailer has received proper credit to their account. Distribute packs of Scratchers tickets to Retailers on an as-needed basis from vehicle trunk stock to eliminate out-of-stock situations. Monitor and ensure that new Scratchers games are active and displayed for sale in a timely manner. Collect all End of Game (EOG) and Zero Top Prize (ZTP) inventories when determined and obtain

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sign-off signatures to ensure that the players can purchase current Scratchers games with the best chance of claiming a prize.

20% (Essential) - Maintain an adequate supply of POS, display equipment, Scratchers inventory, forms and other needed tools in the assigned state vehicle to perform the functions of a DSR. Attend monthly staff meetings and complete assigned monthly reports. Complete assigned training modules/classes by assigned due date. Maintain accurate vehicle mileage/maintenance logs and record in the appropriate documents. Take care of assigned state vehicle and complete scheduled maintenance procedures, oil changes, tires, brakes, etc. Maintain awareness of all policy updates, procedures, form revisions including the Retailer Application. Refer questions or concerns to supervisor or manager.

15% (Essential) - Utilize assigned electronic devices, record all pertinent sales/visit information in the current customer relationship management (CRM) tool. Ensure retailer contact information is current and route all new accounts in route order.

5% (Marginal) - Look for opportunities to supply potential lead information to the appropriate District Recruiter, DSS and Sales Retention to enable the Lottery to establish new retailers. Ensure availability for prospective retailers' questions and possible visit during on-boarding process. Other job-related duties as assigned.

Scope and Impact

a. Consequence of Error: Failure to provide regular service to Lottery retailers can result in loss of effectiveness of promotional merchandising/point-of-sale material due to out-of-stock/out-of-date/poor condition brochures and posters, etc., which may also result in lost sales. Failure to interact in a courteous and professional basis with Lottery retailers may lose the continuing support of those retailers, establish poor relations and may result in retailer withdrawal, which could decrease the network and overall sales
b. Administrative Responsibility: Documentation of retailer support activities is vital to demonstrate efforts to grow retailer sales volume. Other administrative activities to support state employee expectations.
c. Supervision Exercised and Received: The District Sales Representative Floater position receives supervision from and reports directly to the District Sales Supervisor or in his/her absence, the Lottery Sales Manager. The District Sales Representative Floater position does not include supervision of others.
d. Personal Contacts: The District Sales Representative will have daily contact with Lottery retailers and customers (the public) in the course of making professional sales calls (field visits). The District Sales Representative will have daily contact with District Office management and support staff. In addition, contact with the assigned Lottery Ticket Sales Specialist (LTSS) and other Headquarters departments to resolve retailer issues or concerns as needed.

Physical and Environmental Demands

Demonstrate physical strength and dexterity necessary to perform the essential duties of the position. Lift and/or carry up to 30 lbs., push/pull (Weight up to 50 lbs.) Constantly operates a Lottery-assigned vehicle.

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Prolonged sitting in car. Ability to move in and out of vehicle and retail stores. Constantly may need to bend, stretch and reach.

Working Conditions and Requirements

a. Schedule: Work independently. This position performs work primarily in the field and only occasionally works in an office environment.
b. Travel: Must be able to travel by car and safely operate a vehicle. Travel and drive time between retailers can range from 60 to 80% of the day.
c. Other: Constantly works in outdoor weather conditions.

Effective Date:

NOTE: The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with this classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods or otherwise balance the workload.

SUPERVISOR'S STATEMENT:

- I have discussed the duties and responsibilities of the position with the employee.
- I have retained a copy of the signed duty statement.

Supervisor Signature	Printed Name	Date

EMPLOYEE'S STATEMENT:

- I have discussed the duties and responsibilities of the position with my supervisor.
- I have signed and received a copy of the duty statement.
- I am able to perform the essential functions listed with or without Reasonable Accommodation.
- I understand that I may be asked to perform other duties as assigned within my current classification, including work in other functional areas as business needs require.

Employee Signature	Printed Name	Date

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Duty Statement Instructions (Rev. 04/2023)

NOTE: After inserting the text/information into the duty statement, remove all "Insert Text" or "Insert Text to describe the following" prompts.

Classification: Enter the legal class title of the position (e.g., Office Technician (Typing), Staff Services Analyst, District Sales Representative, etc.).

Working Title: Enter the working title of the position if different from the legal class title.

Position Number: Enter the full position number assigned as shown on the department's organization chart (e.g., Agency: 358, Unit: 031, Class: 5157 (SSA), Serial: 001: [358-031-5157-001]).

Division/Unit: Enter the Division/Unit name where the position resides in the Lottery organization.

Assigned Headquarters: Enter the physical work location where the employee will work (e.g., Sacramento Headquarters, Fresno District Office (Fresno DO), Northern Distribution Center, etc.).

Position Eligible for Telework (Yes/No):

Job Description Summary: Briefly describe the overall purpose of the position, the degree of supervision received, and any supervision exercised. Should not exceed 4 sentences. Example: Under the supervision of the Staff Services Manager I, the incumbent is responsible for …ADD THE SUMMARY OF DUTIES TO BE PERFORMED.

NOTE: To determine the level of supervision received (e.g., under direct supervision, direction, etc.), refer to the class specification or contact your C&P, Examinations Analyst.

Job Description: This will consist of 'Essential (E)' duties and 'Marginal (M)' duties (if applicable). Enter the percentage of time the incumbent will spend performing each group of essential and marginal functions (Example: A duty that is regarded as 5% is equivalent to approximately 2 hours of work per week OR 8 hours (one day) of work per month). **NOTE:** Percentages must be in descending order with the largest percentage of duties at the top. Percentages must not be less than 5% of time. Total of all percentages must equal 100%.

- Essential Functions – these duties are why the position exists. The employee must be able to perform the essential duties of the position with or without a reasonable accommodation. Ensure the duties assigned to the position are appropriate for the classification and group similar tasks together. Explain **WHAT** the task or duty is to be performed, **WHY** the task is being **WHAT GOAL** is being achieved, and **WHERE/WHEN** is the task done if relevant to the working conditions of the job.

➢ Example: **WHAT:** Meet with retailers **WHERE/WHEN:** monthly in the field at the retailer's place of business **WHY**: to determine Lottery Scratcher needs **WHAT GOAL:** and ensure supply/demand needs are met.

NOTE: Spell out acronyms. Typically, acronyms are created by a department for division/unit names or other works that are used frequently within the department. These acronyms are not well known throughout all departments within the State of CA or the public. Job applicants and/or new employees will not be familiar with these acronyms or understand their meaning, therefore, acronyms should be spelled out in duty statements (and Job bulletins).

- Marginal Functions – These are additional duties that are incidental or a minimum part of the job. These duties can be redistributed among other staff. Additionally, if you list 'Other duties as assigned', you must indicate what the other duties might entail (e.g., other duties assigned such as assisting other staff as needed, or assist with special projects as assigned, etc.) This percentage must be included in all percentages which in total cannot exceed 100%. **NOTE:** Marginal Functions should be no more than 5%.

Scope and Impact: Describe the following:

a. Consequences of Error: (Describe consequences to the department, division, etc., if the person did not perform the duties of the position.)
b. Administrative Responsibility: (Describe incumbent's role, such as activities related to personnel, training, business operations, etc.)
c. Supervision Exercised and Received: (Describe position that supervises the incumbent and classifications the incumbent supervises, or if not a supervisory classification, add 'This position does not supervise others.')
d. Internal Personal Contacts: (List frequent internal contacts to perform their duties such as, executive staff, Lottery managers and supervisors, other Lottery division staff, etc.)

Physical and Environmental Demands: (Describe the physical environment of the main work location …….

Working Conditions and Requirements: Describe the following:

a. Schedule:

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b. Travel:
c. Other:

Effective Date: Enter the effective date of the duty statement (employee appointment date).

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