

LOTTERY SALES REPRESENTATIVE

KIND OF WORK

Professional sales, marketing and promotional work.

NATURE OF WORK

Under limited supervision, performs sales, marketing and promotional responsibilities supporting Lottery programs so that sales goals are met for the retailers within an assigned geographic area.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Recruits and retains retailers to sell Lottery tickets by use of sales presentations, cost and benefit analysis, overcoming objections, negotiation and persuasion.

Merchandises the Lottery product line at assigned retail accounts to maximize ticket sales by providing customer service, marketing and sales direction, point-of-sale materials, and placement of in-store displays and educational materials.

Negotiates, creates, conducts and evaluates Lottery retailer promotions and incentive programs to maximize ticket sales and educate Lottery players by use of existing and original programs, premium items, cross-promotional support, and media tie-ins.

Manages assigned key account retailers to maximize ticket sales via participation in Lottery programs including statewide promotion/incentive programs, Lottery-sponsored community events, and negotiated goals and objectives for individual key account stores.

Provides on-going training to retail managers and staff on marketing lottery games, policies and procedures, equipment operations and accounting procedures by use of program knowledge, technical manuals, training aids, and interpersonal communication skills.

Represents the Lottery before the public, players, retailers and media to maintain its positive public image by use of knowledge of public relations, marketing, media, retail business, Lottery statute, beneficiaries, policies and procedures, and standards of ethical behavior.

Analyzes retail account sales performance and negotiates changes to the retail environment designed to increase Lottery sales using retailer sales data, comparable account sales data, retail merchandising knowledge, account customer demographics, promotion and/or incentive programs, and training.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

Product marketing and sales promotion principles and practices sufficient to improve retailer sales performance.

The retail environment sufficient to negotiate changes that positively impact sales.

The principles of public relations and media relations sufficient to promote and protect the Lottery's public image in dealings with the public, retailers and media.

Skill in:

Interpersonal communication sufficient to establish effective working relationships with assigned retailers, co-workers, and promotional and community events partners.

Technical/mechanical equipment maintenance sufficient to troubleshoot on-line terminals, scanners, printers and other Lottery technology sufficient to identify problems and take corrective actions.

Sales, negotiation, persuasion abilities sufficient to promote the Lottery interests in dealing with retailers.

Ability to:

Train and effectively educate retailers and staff on use of Lottery technology, policies and procedures, and promotional/incentive program specifics.

Establish productive work relationships with assigned retailers sufficient to effectively market the Lottery product line.

Organize and manage multiple projects, competing deadlines and needs.

Est.: 6/98  
Rev.:

T.C.:  
Former Title(s):