



District Sales Representative & Supervisor (California State Lottery)

Class Codes: 1790, 1791
Exam Codes: 1PB1901, 1PB1902

Department: California State Lottery
Opening Date: October 17, 2011
Final Filing Date: Continuous
Type of Examination: Departmental Open
Monthly Salaries: District Sales Representative: \$3,841 - \$4,808
District Sales Supervisor: \$4,115- \$5,099

LOCATIONS: FRESNO
HAYWARD
SACRAMENTO
SAN BERNARDINO
SAN DIEGO
SANTA ANA
SANTA FE SPRINGS
SOUTH SAN FRANCISCO
VAN NUYS

EQUAL EMPLOYMENT OPPORTUNITY

The State of California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right of family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation.

DRUG-FREE STATEMENT

It is an objective of the State of California to achieve a drug-free State work place. Any applicant for State employment will be expected to behave in accordance with this objective, because the use of illegal drugs is inconsistent with the law of the State, the rules governing civil service, and the special trust placed in public servants.

WHO SHOULD APPLY?

Applicants who meet the Minimum Qualifications as stated on this bulletin may apply for and take this Training and Experience Evaluation at any time.

Once you have taken the Training and Experience Evaluation, you may not retake it for 12 months.

SPECIAL TESTING ARRANGEMENTS

If you require special testing arrangements due to a verified disability, medical condition or religious accommodation, you will be able to request a reasonable accommodation during the exam filing process.

If you have any questions, please contact the:

California Department of Human Resources' Contact Center at 1-866-844-8671

OR

California Relay Service at 7-1-1

Telecommunications Device for the Deaf (TTY) at (916) 654-6336*

(* TTY is a telecommunications device that is reachable only from telephones equipped with a TTY device.

ELIGIBLE LIST INFORMATION

An open, merged eligible list will be established by the California Department of Human Resources for use by California State Lottery. The names of successful competitors will be merged onto the eligible list in order of final score regardless of test date. Eligibility expires 12 months after it is established. Competitors must then retake the Training and Experience Evaluation to reestablish eligibility.

REQUIREMENTS FOR ADMITTANCE TO THE EXAMINATION

NOTE: All applicants must meet the education and/or experience requirements as stated on this examination bulletin as of the date the test is taken.

MINIMUM QUALIFICATIONS

District Sales Representative and District Sales Supervisor, California State Lottery

Possession of a valid driver license of the appropriate class (Class C) issued by the Department of Motor Vehicles. Applicants who do not possess the license will be admitted to the examination but must secure the license prior to appointment.

AND

Education: Equivalent to graduation from college with a Bachelor's Degree in Business Administration with a minimum of 21 semester units in Marketing. **(Additional qualifying experience may be substituted for the required education on a year-for-year basis. A higher level business degree may be substituted for the bachelor of science degree.)**

District Sales Representative, California State Lottery

Experience: Two years of wholesale sales experience establishing and servicing accounts.

District Sales Supervisor, California State Lottery

EITHER I

One year of experience in the California state service performing the duties of a District Sales Representative, California State Lottery.

OR II

Three years of wholesale sales experience establishing and servicing accounts. (Experience in the California state service applied toward this requirement must include one year of experience performing the duties of a District Sales Representative, California State Lottery.)

Definition of Terms:

Wholesale Sales- For recruitment purposes, wholesale is defined as selling a product or services to a business (business to business sales).

Establishing and Servicing Accounts - Persons who may be considered as having experience in establishing and servicing wholesale accounts are both those who sell wholesale to retail establishments or small businesses.

Examples of Accepted Experience:

Generally accepted experience includes, but is not limited to, professional sales experience acquired through such industries as: medical equipment sales, pharmaceutical sales, insurance brokerages, banking and other business-to-business sales activities.

POSITION DESCRIPTION

DEFINITION OF SERIES:

Incumbents in these classes, have a primary public relations role to develop and maintain a positive public perception of the fairness and honesty of the California State Lottery. Incumbents develop, promote, evaluate, analyze and monitor to maximize the sale of lottery products in designated territories through personal contact in the field. Recruiting new Retailers and retaining existing retail accounts are stressed in all classes within this series. Incumbents inform Retailers of game details, California State Lottery Commission rules, regulations, policies and procedures, as well as policies and procedures from the Director and management staff of the Lottery; monitor Retailers to ensure that they are properly trained and maintain a secure environment for, and an adequate supply of, lottery products; assist and make suggestions to Retailers to introduce and ensure proper utilization of procedures for handling and accounting of lottery products; introduce advertising materials, innovative displays and other items to promote sales; analyze, monitor and review sales activities and develop plans to correct problems and marketing strategies to increase sales; make recommendations based on marketing analyses to discontinue or add retailers; maintain and monitor security of lottery tickets, games and On-Line terminals; report stolen tickets; perform onsite audits of On-Line lottery terminal transactions; prepare and maintain appropriate reports; may investigate complaints regarding the Lottery or Retailers and report or follow up appropriately.

DISTRICT SALES REPRESENTATIVE, CALIFORNIA STATE LOTTERY

This is the full, professional journey level in this series. District Sales Representatives (DSRs) serve as liaisons between the California State Lottery and the Retailers who sell lottery products in a designated area. Incumbents service accounts on a regular basis and incorporate all the tools of product marketing, prospecting, promotion and merchandising to achieve market

penetration and growth. DSRs are responsible for independent problem solving in their assigned territories. Incumbents train, advise and support Retailers in the sale of lottery products; audit and ensure the integrity of Lottery-Retailer transactions; use sales, marketing and other reports to identify problems; deliver and negotiate space to display point of sale items in a timely manner and may deliver tickets when required; maintain security of and account for lottery products and report any altered, lost or stolen tickets to the District Sales Supervisor or Lottery Manager (LM). DSRs should be able to communicate effectively in a wide variety of circumstances and, under direction, may be called upon to address diverse public groups and the media.

DISTRICT SALES SUPERVISOR, CALIFORNIA STATE LOTTERY

This is the working supervisory level. Incumbents assist the LM in daily operations of the largest district offices by supervising the work of, and provide training for, a small group of DSRs. District Sales Supervisors (DSSs) may participate in the recruitment and selection of staff; direct and coordinate the work; DSSs may establish and monitor sales quotas for assigned DSRs; determine and implement general work priorities; conduct personal visits to Retailers on a regular basis to optimize sales and service; ensure proper display of lottery promotional materials; and be responsible for completing reports, forms and documents to provide service to Retailers. DSSs may personally be assigned the largest and most complex retail accounts and special projects, and may fill in during the absence of the LM.

EXAMINATION INFORMATION

TRAINING AND EXPERIENCE EVALUATION – Weighted 100%

The examination will consist solely of a Training and Experience Evaluation. To obtain a position on the eligible list, a minimum score of 70% must be received. An applicant will receive his/her score upon completion of the Training and Experience Evaluation process.

To preview the District Sales Representative and District Sales Supervisor, California State Lottery Training and Experience Evaluation, select [preview examination](#).

KNOWLEDGE AND ABILITIES

All Levels:

Knowledge of:

- Knowledge of the Lottery's mission, vision, and core values as the foundation for decision making.
- Knowledge of the Lottery's organization, functions, policies and operating procedures to respond to questions and address common needs.
- Knowledge of common public relations techniques to monitor the promotion of Lottery products.
- Basic knowledge of wholesale sales and operations to conduct a sales route, evaluate its efficiency, and communicate with individuals involved with the Lottery.
- Basic knowledge of retail sales and operations to conduct a sales route, evaluate its efficiency, and communicate with individuals involved with the Lottery.

- Knowledge of Lottery equipment vendors and services to provide referrals to retailers whose needs are beyond the scope of the District Sales Representative (DSR).
- Basic knowledge of Lottery dispensing equipment to adjust schematic price points, conduct minor machine maintenance, and generate sales activity and inventory control reports.
- Knowledge of appropriate circumstances to distribute Promotional Coupons, Scratchers and premiums as reimbursement and/or reward to retailers and customers.
- Knowledge of conflict management techniques to address adverse situations involving retailers, staff, and others.
- Knowledge of selling techniques and methods to persuade and convince retailers and customers to purchase Lottery products.
- Knowledge of, and ability to abide by, all laws, rules, policies and procedures governing the Lottery and civil service employees to maintain compliance at all times.
- Basic knowledge of product marketing principles, practices, and techniques (e.g. Point of Sale displays) to promote the sale of Lottery products.
- Thorough knowledge of all Lottery laws, rules, policies and procedures to monitor retail activities and implement corrective actions to maintain integrity.
- Knowledge of basic mathematics (e.g. addition, subtraction, percentages, multiplication, division) principles to maintain records (e.g. inventory, Promotional Coupons, Scratcher logs) in accordance with Lottery guidelines.
- Knowledge of Scratcher Inventory Management Center (SIMC) processes and functions used to track Scratchers.
- Knowledge of basic record keeping techniques to track information provided to retailers (e.g. trainings, operating procedures), maintain service records, monitor Scratcher inventory, etc.
- Knowledge of various computer software (e.g. Microsoft Office) and websites (e.g. InfoDist) to accomplish work assignments.
- Knowledge of the internet and/or intranet to conduct online research and obtain information related to programs and projects.
- Knowledge of spreadsheet software to prepare summaries and reports.
- Knowledge of word processing software to prepare correspondence and reports.

Ability to:

- Ability to establish, prioritize, coordinate and implement work assignments to complete

projects and assignments within established timeframes.

- Ability to perform the responsibilities of the District Sales Representative (DSR) in the event of absence.
- Ability to independently review and edit written materials used in Lottery operations.
- Ability to analyze marketing data in order to provide recommendations to retailers and/or management for maximizing Lottery sales.
- Ability to reason logically when solving problems or making decisions (e.g. evaluating issues, generating solutions).
- Ability to provide logical feedback to management regarding marketing, progress with work objectives and administrative issues to enable informed decision making.
- Ability to communicate information in writing to different recipients using various communication tools.
- Ability to communicate information in person in a variety of settings (e.g. retail environments, local public groups) to maximize Lottery sales and enhance customer service.
- Ability to explain issues and solutions (e.g. technical expertise) to a variety of audiences with varying levels of proficiency.

SPECIAL PERSONAL CHARACTERISTICS

All Levels:

Possession of integrity, honesty, tolerance and tact, maturity and reliability; awareness and acceptance of the various racial, ethnic and cultural differences; a neat personal appearance; willingness to travel and to perform work requiring irregular hours; satisfactory record as a law abiding citizen.

Felony Disqualification

Pursuant to Government Code Section 8880.71, persons convicted of a felony or any gambling related offense are disqualified from employment with the California State Lottery and are, therefore, not eligible to be examined for, or be appointed to, positions in this class.

Background Investigation

Pursuant to Government Code Section 8880.38, all persons successful in an examination for this class shall be required to undergo a thorough background investigation prior to appointment.

VETERANS' PREFERENCE

Veterans' Preference will be granted for this examination. Effective January 1, 2014, in accordance with Government Codes 18973.1 and 18973.5, whenever any veteran, widow or widower of a veteran, or spouse of a 100 percent-disabled veteran achieves a passing score on an open examination, he or she shall be ranked in the top rank of the resulting eligibility list. This section shall not apply to any veteran who has been dishonorably discharged or released.

VETERANS

Persons retired from the United States military or honorably discharged from active duty shall be eligible to compete in promotional examinations for which they meet the minimum qualifications as prescribed by the class specification. Persons receiving passing scores shall have their names placed on the promotional eligibility lists resulting from these examinations. In evaluating minimum qualifications, related military experience shall be considered State civil service experience in a class deemed comparable by CalHR, based on the duties and responsibilities assigned (Section 18991).

For cases in which promotional examinations are given by more than one department for the same classification, the veteran shall select one department for which to compete. Once this selection is made, it cannot be changed for the duration of the promotional list eligibility established from the examination in which the veteran participated. Employees may request a transfer of list eligibility between departments in the same manner as provided for civil service employees (Section 18991).

CAREER CREDITS

Career Credits will not be applied to the final score of competitors who are successful in this examination.

CONTACT INFORMATION

If you have any questions concerning this announcement, please contact:

The California Department of Human Resources Selection Division
1515 S Street, North Building, Suite 400
Sacramento, CA 95811-7258
1-866-844-8671

California Relay Service: (7-1-1)

Telecommunications Device for the Deaf (TTY) (916) 654-6336

TTY is a telecommunications device that is reachable only from phones equipped with a TTY device.

GENERAL INFORMATION

If you meet the requirements stated on this examination bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on this bulletin will be rated against a predetermined job-related rating, and all candidates who pass will be ranked according to their scores.

The California Department of Human Resources reserves the right to revise the examination plan to better meet the needs of the service, should the circumstances under which this examination was planned change. Such revision will be in accordance with civil service laws and rules, and all competitors will be notified.

Candidates needing special testing arrangements due to a disability must mark the appropriate box on the application and contact the testing department.

Hiring Interview Scope: In a hiring interview, in addition to the scope described in this bulletin, the panel will consider education, experience, personal development, personal traits, and fitness. In appraising experience, more weight may be given to the breadth and recency of

pertinent experience, and evidence of the candidate's ability to accept and fulfill increasing responsibilities than to the length of his/her experience. Evaluation of a candidate's personal development will include consideration of his/her recognition of his/her own training needs; his/her plans for self-development; and the progress he/she has made in his/her efforts toward self-development. For more information, you may refer to the [CA State Lottery Sales Series classification specification](#).

General Qualifications: Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, the ability to work cooperatively with others, and a state of health consistent with the ability to perform the assigned duties of the class. A medical examination may be required. In open examinations, investigation may be made of employment records and personal history, and fingerprinting may be required.

Eligible Lists: Eligible lists established by competitive examination, regardless of date, must be used in the following order: 1) sub-divisional promotional, 2) departmental promotional, 3) multi-departmental promotional, 4) service-wide promotional, 5) departmental open, and 6) open. When there are two lists of the same kind, the older must be used first. Eligible lists will expire in one to four years unless otherwise stated on the bulletin.

Veterans' Preference: Effective January 1, 2014, in accordance with Government Codes 18973.1 and 18973.5, Veterans' Preference will be awarded as follows: 1) Any veteran, widow or widower of a veteran, or spouse of a 100 percent disabled veteran, who achieves a passing score in an entrance examination, shall be ranked in the top rank of the resulting eligibility list. Any veteran who has been dishonorably discharged or released is not eligible for Veterans' Preference. 2) An entrance examination is defined, under the law, as any open competitive examination. And 3) Veterans' Preference is not granted once a person achieves permanent civil service status.

Veteran status is verified by the California Department of Human Resources (CalHR). Directions to apply for Veterans' Preference are on the Veterans' Preference Application (Std. Form 1093), which is available at [CalHR's Veterans' Information webpage](#), and the Department of Veterans Affairs.

Bulletin Revision Date:8/17/16

FILING INSTRUCTIONS

Click the link below to access the online District Sales Representative and District Sales Supervisor examination. At the end of the examination, it will be instantly scored.

Click [District Sales Series examination](#) to take this online Training and Experience Evaluation.