



DISTRICT SALES REPRESENTATIVE AND SUPERVISOR
(CALIFORNIA STATE LOTTERY)
Recruitment #11E699-00101790-1PB19

This multi-level recruitment is for:

- 11E699-00101790-1PB19 DISTRICT SALES REPRESENTATIVE, CA STATE LOTTERY
- 11E699-00102048-1PB19 DISTRICT SALES SUPERVISOR, CA STATE LOTTERY

Department(s):	California State Lottery
Opening Date:	10/17/2011 10:00:00 AM
Closing Date:	Continuous
Type of Recruitment:	Departmental Open
Salary:	DSR \$3,364 - \$4,089 / DSS \$3,660 - 4,402
Employment Type:	Permanent Full-time Permanent Part-time Permanent Intermittent Limited Term Full-time Limited Term Part-Time Limited Term Intermittent
Exam Type:	State-wide
Location(s):	Fresno Hayward Sacramento San Bernardino San Diego Santa Ana Santa FE Springs South San Francisco Van Nuys

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EEO

An equal opportunity employer to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, or 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?

Candidates who meet the minimum qualifications as stated below may apply for this examination at any time. Once you have taken the examination, you may not reapply for twelve (12) months during the filing period. All applicants must meet the education and/or experience requirements as stated on this examination announcement.

FILING INSTRUCTIONS

Final File Date: Continuous

How to Apply: Please refer to the instructions at the bottom of this bulletin to apply and take these examinations.

SPECIAL TESTING ARRANGEMENTS

If you have a disability and need assistance please contact:

State Personnel Board
Examination Services Program
801 Capitol Mall
Sacramento, CA 95814
(866) 844-8671

California Relay Service: TTY (916) 654-6336, TTY (800) 735-2929, (800) 735-2922 (Voice)

TTY is Telecommunications Device for the Deaf and is reachable only from phones equipped with a TTY Device.

SALARY INFORMATION

District Sales Representative - \$3,364.00 - \$4,089.00

District Sales Supervisor - \$3,660.00 - \$4,402.00

POSITION STATEMENT

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.

ELIGIBLE LIST INFORMATION

A separate open, merged eligible list will be established for the California State Lottery's District Sales Representative and District Sales Supervisor classifications. The names of successful competitors will be merged onto the applicable eligible list in order of final scores regardless of test date. Eligibility expires twelve (12) months after it is established; competitors must then retest to reestablish eligibility.

REQUIREMENTS FOR ADMITTANCE TO THE EXAMINATION

NOTE: All applicants must meet the education and/or experience listed in Minimum Qualifications as stated on this examination announcement.

MINIMUM QUALIFICATIONS

DISTRICT SALES REPRESENTATIVE and DISTRICT SALES SUPERVISOR

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.)

AND

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 - Selling a product or services to business(es) who then resells to the customer.

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, Wholesale Sales Manager, Wholesale Distribution Sales Consultants, and Assistant Wholesale Sales Managers.

EXAMINATION INFORMATION

Training & Experience - Weighted 100%

The examination will consist of a Training and Experience Evaluation, which is the sole component of the District Sales Representative and District Sales Supervisor, California State Lottery examinations. To obtain a position on the eligible list, a minimum score of 70% must be attained. An applicant will receive his/her score upon completion of the Training & Experience Evaluation, which is based on the knowledge and abilities listed below.

[Click HERE for a preview of the exam questions](#)

KNOWLEDGE AND ABILITIES

ALL LEVELS:

Knowledge of:

1. Knowledge of the Lottery's mission, vision, and core values as the foundation for decision making.

2. Knowledge of the Lottery's organization, functions, policies and operating procedures to respond to questions and address common needs.
3. Knowledge of common public relations techniques to monitor the promotion of Lottery products.
4. Basic knowledge of wholesale sales and operations to conduct a sales route, evaluate its efficiency, and communicate with individuals involved with the Lottery.
5. Basic knowledge of retail sales and operations to conduct a sales route, evaluate its efficiency, and communicate with individuals involved with the Lottery.
6. Knowledge of Lottery equipment vendors and services to provide referrals to retailers whose needs are beyond the scope of the District Sales Representative (DSR).
7. Basic knowledge of Lottery dispensing equipment to adjust schematic price points, conduct minor machine maintenance, and generate sales activity and inventory control reports.
8. Knowledge of appropriate circumstances to distribute Promotional Coupons, Scratchers and premiums as reimbursement and/or reward to retailers and customers.
9. Knowledge of conflict management techniques to address adverse situations involving retailers, staff, and others.
10. Knowledge of selling techniques and methods to persuade and convince retailers and customers to purchase Lottery products.
11. 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.
12. Basic knowledge of product marketing principles, practices, and techniques (e.g. Point of Sale displays) to promote the sale of Lottery products.
13. Thorough knowledge of all Lottery laws, rules, policies and procedures to monitor retail activities and implement corrective actions to maintain integrity.
14. 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.
15. Knowledge of Scratcher Inventory Management Center (SIMC) processes and functions used to track Scratchers.
16. Knowledge of basic record keeping techniques to track information provided to retailers (e.g. trainings, operating procedures), maintain service records, monitor Scratcher inventory, etc.
17. Knowledge of various computer software (e.g. Microsoft Office) and websites (e.g. InfoDist) to accomplish work assignments.
18. Knowledge of the internet and/or intranet to conduct online research and obtain information related to programs and projects.
19. Knowledge of spreadsheet software to prepare summaries and reports.
20. Knowledge of word processing software to prepare correspondence and reports.

Ability to:

1. Ability to establish, prioritize, coordinate and implement work assignments to complete projects and assignments within established timeframes.
2. Ability to perform the responsibilities of the District Sales Representative (DSR) in the event of absence.
3. Ability to independently review and edit written materials used in Lottery operations.
4. Ability to analyze marketing data in order to provide recommendations to retailers and/or management for maximizing Lottery sales.
5. Ability to reason logically when solving problems or making decisions (e.g. evaluating issues, generating solutions).

6. Ability to provide logical feedback to management regarding marketing, progress with work objectives and administrative issues to enable informed decision making.
7. Ability to communicate information in writing to different recipients using various communication tools.
8. 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.
9. Ability to explain issues and solutions (e.g. technical expertise) to a variety of audiences with varying levels of proficiency.

BENEFITS

To learn more about the comprehensive benefit package please visit the CALPERS website at <http://www.calpers.ca.gov>.

VETERANS PREFERENCE

Pursuant to Government Code Sections 18950.1, 18951, and 18951.5., Veterans' Preference credits will not be granted in the examination as it does not meet the requirements to qualify for Veterans' Preference credit.

CAREER CREDITS

Career Credits will not be added to the final score of this examination.

CONTACT INFORMATION

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

State Personnel Board
801 Capitol Mall
Sacramento, CA 95814
(866) 844-8671, TTY

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SPECIAL REQUIREMENTS

DISTRICT SALES REPRESENTATIVE and DISTRICT SALES SUPERVISOR:

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.

DISCLAIMER

Please click on the link below to review the official California State Personnel Board class specification:

<http://spb.ca.gov/jobs/resources/jobspecs.htm>

GENERAL INFORMATION

Applications are available at www.jobs.ca.gov, State Personnel Board offices, local offices of the Employment Development Department and the testing department on this job bulletin.

If you meet the requirements stated on this bulletin, you may take this examination, which is competitive. Possession of the entrance requirement does not assure a place on the eligible list. Your performance in the examination will be compared with the performance of the others who take this test, and all candidates who pass will be ranked according to their scores.

Veterans Preference points will not be granted in this examination as it does not meet the requirements to qualify for Veterans' Preference Credits.

California State Lottery reserves the right to revise the examination plan to better meet the needs of the service, if 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/or contact the testing department.

General Qualifications: Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, and 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, 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.

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***Once you click the link below, you will be directed through a series of pages. After you have read each page and filled it out click CONTINUE to go to the next page. You will be directed to the following pages listed below:

- Examination Information
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- Equal Employment Opportunity
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- Examination Application
- Minimum Qualifications
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- Training and Experience Examination
- Consent Agreement
- Notice of Results

[CLICK HERE](#) to go to the Internet Examinations for District Sales Representative and District Sales Supervisor, California State Lottery.

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