



# LUCKY STREET GAMING LLC

## JOB DESCRIPTION

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**JOB TITLE:** Outside Sales Representative

**FLSA STATUS:** Exempt

**DEPARTMENT:** Operations

**DATE:** January 4, 2019

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### **POSITION SUMMARY:**

The Sales and Marketing Specialist will be responsible for both sales and marketing tasks. The Sales and Marketing Specialist must be able to develop relationships with business owners, be able to speak intelligently about the Illinois Gaming Industry and educate business owners about gaming in order to develop and close sales opportunities. The Sales and Marketing Specialist must be able to achieve projected sales goals by completing the sales cycle individually as well as ensuring team performance to close overall opportunities.

We emphasize continued innovation, an entrepreneurial mindset, high energy and a professional approach in all aspects. Sales related responsibilities include but are not limited to: strategic business development, networking, cold calls, and outside sales. Marketing related responsibilities include but are not limited to: graphic design, designing both print materials and online content, social media marketing, driving online traffic, and website management.

### **SUPERVISION:**

Reports to and works under the general direction of the Business Development Manager.

### **ESSENTIAL FUNCTIONS:**

*The essential functions or duties listed below are intended only as an illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if work is similar, related, or a logical assignment to the position.*

Achieve weekly, monthly, and annual sales objectives by identifying new opportunities; retain and grow current business by responding to customer needs and proactively identifying customer enhancements to current structure. Develop relationships with key customers to retain and grow current business by timely response and proactive solutions to problems.

- 1) Analyze industry data to help recognize and close accounts that are generated individually or assigned.
- 2) Canvas assigned region using outside sales tactics including in-person visits and networking
- 3) Cold call, target and close new opportunities.
- 4) Schedule regular follow-up visits to establishments for the purpose of closing sales
- 5) Plan approaches and pitches to develop proposals that speak to the client's needs, concerns and objectives
- 6) Communicate and assist locations with Lucky Street Gaming LLC services; present new products and services
- 7) Network to acquire potential new clients

- 8) Research and build relationships with new clients
- 9) Work existing relationships to source renewal contracts
- 10) Develop and execute all marketing and promotions
- 11) Graphic design, print material and content creation
- 12) Company online presence management, including website management, social media marketing and management, and search engine optimization
- 13) Generate, prioritize and close prospect accounts
- 14) Cultivate relationships with existing clients and affiliates for referral purposes
- 15) Gather all relevant documentation for IGB licensure
- 16) Provide guidance to new clients on all aspects of licensure
- 17) Ensure a comprehensive understanding to prospects of the exceptional benefits provided by Lucky Street Gaming LLC
- 18) Utilize up to date product offering sheets/brochures, both electronic and paper, to present to prospective customers. Provide feedback with appropriate data to management regarding product offering and ways to enhance customer satisfaction.
- 19) Travel to prospective and customer locations on a regular basis
- 20) Other duties as assigned.

#### **RECOMMENDED MINIMUM QUALIFICATIONS:**

- Motivational sales skills
- Identification of customer needs and challenges
- Candidates must have and maintain a valid driver's license.
- Proficient with MS Office applications (Excel, Word, Outlook, and Power Point)
- Full Time, ability to be flexible with hours
- Self-Motivated and dependable
- Highly Organized
- At least 21 years of age
- Minimum 2 years of sales or marketing experience with intangibles or services
- College degree from an accredited institution preferred
- Organized with the ability to manage competing priorities
- Strong analytical skills
- Professional and courteous demeanor with good written and verbal communications skills
- Fully understand Illinois Gaming Board license procedures, rules, and regulations
- High degree of integrity; strong moral character
- Pass criminal background check and pre-employment drug testing
- Must have IGB Handlers' License or the ability to obtain a license within 30 days.

A thorough background investigation, including personal and professional references, criminal background and motor vehicle review will be conducted prior to offer of employment. Must be able to successfully pass a pre-employment drug/alcohol screen following a conditional offer of employment. A valid state motor vehicle operator's license with a clean driving record is required.

#### **CERTIFICATES, LICENSES, REGISTRATIONS**

This position requires an Illinois Gaming Board Handler license, or the ability to obtain license, within thirty (30) days of employment or applicant shall obtain an eligible to work by the Illinois Gaming Board. A licensed handler shall be required to adhere to the Illinois Gaming Board rules and regulations. The Illinois Gaming Board requires a minimum age of twenty-one (21) for this position.

The team member is frequently required to lift, carry, push or pull objects, up to fifty (50) pounds. The noise level in the office environment is usually moderate. Noise from slot machines and loud customers may be distracting to some. The employee may, on occasion, be exposed to extreme heat and/or cold, wet and/or humid conditions, airborne particles and risk of electric shock. The employee occasionally works near moving mechanical parts. The employee will have to travel outside of the office environment to gaming establishments to accomplish specific duties.

**WORKING CONDITIONS:**

The physical demands described herein are representative of those that must be met by any an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the working conditions for this position are performed mostly outside of an office settings, the employee is occasionally required to walk, stand, stoop, kneel, crouch, crawl and climb or balance; speak and hear; use hands to finger, handle, feel or operate objects, tools or controls; reach with hands and arms; repetitive arm, hand and eye movements are included. Hand-eye coordination is necessary to operate computers and various pieces of equipment. Employee is required to use cognitive ability to reason, analyze and verbalize thoughts and ideas.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**TOOLS & EQUIPMENT USED:**

Equipment including personal computer, VGT's, RT's, and other machines, servers, phones, fax machines, printers, copiers, scanners and making multiple, complex and rapid adjustments. Other equipment includes general office equipment, ten (10) key calculator, cellular communications equipment, tape measure, flashlight, testing equipment, camera, paper cutter, paper punch, tape recorder, multi-level file cabinets, light mechanical equipment. Automotive vehicle and job-specific equipment as required by assignment.

**DISCLAIMER:**

*The above statements are intended to describe the general nature and level of work being performed by people assigned this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel so classified. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

*Lucky Street Gaming LLC is an Equal Employment Opportunity Employer. In compliance with the Americans with Disabilities Act, Lucky Street Gaming LLC will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

**REVIEW/APPROVALS:**

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Employee

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Date

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Supervisor

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Date

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Human Resources

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Date