

# More South Dakota Hot Careers

Beyond the  
Top **30**



## High Demand & High Wage Career

### Career Cluster: Marketing

## First-Line Supervisors of Non-Retail Sales Workers

*Standard Occupational Code 41-1012*

### What They Do

Directly supervise and coordinate activities of sales workers who sell products and services through avenues other than in a typical retail establishment. For example, they may supervise sales consultants who visit businesses in person to sell products or services to them. May perform duties such as budgeting, accounting and personnel work, in addition to supervisory duties.

### Is This For You?

**Work Interests** are described in the following categories (compatible with Holland's Model). People who tend to succeed in this career are:

**Enterprising (Persuaders)** — Like to influence, persuade or lead people and manage others. They enjoy working on a team toward goals, competition and business-like activities.

**Conventional (Organizers)** — Detail oriented and organized. They like to analyze data, keep financial records and do research. They can be counted on to be accurate and enjoy structure and closure.

**Work Values** are aspects of work that are satisfying to you. The following work values are generally associated with this career.

**Independence** — Allow employees to work on their own and make decisions.

**Working Conditions** — Offer job security and good working conditions.

**Support** — Offer supportive management that stands behind employees.

**Abilities** reflect a person's aptitude to acquire skills and knowledge. The following abilities are important for success in the career.

- Oral Comprehension
- Oral Expression
- Speech Recognition
- Speech Clarity
- Deductive Reasoning
- Inductive Reasoning
- Written Comprehension
- Information Ordering
- Near Vision
- Category Flexibility

## Basic Skills You Need

- Active Listening
- Management of Personnel Resources
- Monitoring
- Speaking
- Coordination
- Judgment and Decision Making

## Education & Training

A high school diploma or equivalent is the minimum education recommended for first line supervisors of non-retail sales workers. Some employers may prefer those with some postsecondary education or even a bachelor's degree in a field related to the type of product or service being sold. A proven sales track record in the field is important, as is the ability to motivate others to make a sale.

## Recommended Levels\* for the National Career Readiness Certificate

Applied Math	5
Workplace Documents	5
Graphic Literacy	4

\*Using the median skill level.

## Where They Work

The South Dakota industries which employ the largest number of these first line supervisors are:

- Self Employment
- Merchant Wholesalers, Durable Goods

## South Dakota Employment & Wages

2020 Workers	2030 Workers	Numeric Change	Percent Change	Average Annual Demand for Workers	Annual Median Wage	Annual Average Wage
959	1,030	71	7.4%	95	\$96,580	\$102,270

## Additional References

### Labor Market Information Center

[www.dlr.sd.gov/lmic](http://www.dlr.sd.gov/lmic)

### Career OneStop

[www.careeronestop.org](http://www.careeronestop.org)

### O\*Net Online

[www.onetonline.org](http://www.onetonline.org)

### mySkills myFuture

<https://www.myskillsmyfuture.org/>

Auxiliary aids and services are available upon request to individuals with disabilities. U.S. DOL funded. For details, see [dlr.sd.gov/lmic/eta\\_grant.aspx](http://dlr.sd.gov/lmic/eta_grant.aspx).

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