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
• Written Comprehension
• Deductive Reasoning
• Inductive Reasoning
• Near Vision
• Problem Sensitivity
Basic Skills You Need
• Active Listening
• Judgment and Decision Making
• Management of Personnel Resources
• Monitoring
• Speaking
• Critical Thinking
• Reading Comprehension

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

<table>
<thead>
<tr>
<th>Skill</th>
<th>Level</th>
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<tbody>
<tr>
<td>Applied Math</td>
<td>5</td>
</tr>
<tr>
<td>Workplace Documents</td>
<td>5</td>
</tr>
<tr>
<td>Graphic Literacy</td>
<td>4</td>
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</tbody>
</table>

*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
• Electronics and Appliance Stores
• Merchant Wholesalers, Nondurable Goods
• Administrative and Support Services

South Dakota Employment & Wages

<table>
<thead>
<tr>
<th></th>
<th>2018 Workers</th>
<th>2028 Workers</th>
<th>Numeric Change</th>
<th>Percent Change</th>
<th>Average Annual Demand for Workers</th>
<th>Annual Median Wage</th>
<th>Annual Average Wage</th>
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</thead>
<tbody>
<tr>
<td>Workers</td>
<td>872</td>
<td>890</td>
<td>18</td>
<td>2.1%</td>
<td>86</td>
<td>$92,672</td>
<td>$98,293</td>
</tr>
</tbody>
</table>

Additional References
Labor Market Information Center
www.dlr.sd.gov/lmic

Career OneStop
www.careeronestop.org

O*Net Online
www.onetonline.org

mySkills myFuture
https://www.myskillsmyfuture.org/

Provided By
Labor Market Information Center
South Dakota Dept. of Labor and Regulation
605.626.2314

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