



South Dakota High Demand & High Wage Career

Career Cluster:
Marketing & Sales



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 Styles (personality tendencies) of people who perform well in this occupation have:

Leadership Orientation — A tendency to lead, take charge, offer opinions, and provide direction at work.

Social Orientation — A tendency to seek out, enjoy, and be energized by social interaction at work.

Achievement Orientation — A tendency to establish and maintain personally challenging work-related goals, set high work-related standards, and exert high effort toward meeting those goals and standards.

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

Work Activities

- Communicating with Supervisors, Peers, or Subordinates
- Coaching and Developing Others
- Getting Information
- Guiding, Directing, and Motivating Subordinates

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
- Merchant Wholesalers, Nondurable Goods
- Credit Intermediation and Related Activities

South Dakota Employment & Wages

2024 Employment	2034 Employment	Numeric Change	Percent Change	Average Annual Openings	Annual Median Wage	Annual Average Wage
1,024	1,107	83	8.1%	91	\$105,680	\$113,980

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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