



South Dakota  
High Demand  
&  
High Wage  
Career



Career Cluster: Marketing

## First-Line Supervisors of Retail Sales Workers

Standard Occupational Code 41-1011

### What They Do

Directly supervise and coordinate the activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, 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.

**Relationships** — Allow employees to provide service to others and work with co-workers in a friendly non-competitive environment.

**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 Clarity
- Speech Recognition
- Problem Sensitivity
- Deductive Reasoning
- Information Ordering

## Basic Skills You Need

- Active Listening
- Service Orientation
- Speaking
- Coordination
- Critical Thinking
- Monitoring
- Social Perceptiveness
- Instructing
- Management of Personnel Resources

## Education & Training

Employers of first-line supervisors of retail sales workers generally require a high school diploma or equivalent. In some cases, employers look for those with some postsecondary education in a related field. Experience in the positions being supervised is especially important.

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

Applied Math	4
Workplace Documents	4
Graphic Literacy	4

\*Using the median skill level.

## Where They Work

The South Dakota industries which employ the largest number of first-line supervisors of retail sales workers are:

- Self Employment
- Clothing and Clothing Accessories Retailers
- Automotive Parts, Accessories, and Tire Retailers
- Miscellaneous Store Retailers

## South Dakota Employment & Wages

2022 Employment	2032 Employment	Numeric Change	Percent Change	Average Annual Openings	Annual Median Wage	Annual Average Wage
4,365	4,707	342	7.8%	479	\$49,100	\$59,110

## 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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DEPT. OF **LABOR**  
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