



South Dakota High Demand & High Wage Career

Career Cluster:
Marketing & Sales



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 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 Clarity
- Speech Recognition
- Problem Sensitivity

Work Activities

- Performing for or Working Directly with the Public
- Training and Teaching Others
- Making Decisions and Solving Problems
- Coaching and Developing Others
- Resolving Conflicts and Negotiating with Others

Education & Training

Employers of first-line supervisors of retail sales workers generally require a high school diploma or equivalent. Some employers prefer those with some postsecondary education in a related field. Retail sales experience is especially important.

A registered apprenticeship is another option for preparing for this occupation. To learn more, visit StartTodaySD.com or contact your local Job Service office to get started.

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
- Gasoline Stations and Fuel Dealers
- General Merchandise Retailers
- Building Material and Garden Equipment and Supplies Dealers
- Food and Beverage Retailers

South Dakota Employment & Wages

2024 Employment	2034 Employment	Numeric Change	Percent Change	Average Annual Openings	Annual Median Wage	Annual Average Wage
5,183	5,526	343	6.6%	541	\$56,680	\$61,860

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/>

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

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