Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products

What They Do
Sell goods for wholesalers or manufacturers to businesses, government agencies or groups of individuals. They contact customers, demonstrate products, explain product features, solicit orders and answer customer questions.

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:

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.

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.

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

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

Achievement — Results oriented, allow use of strongest abilities and provide feeling of accomplishment.

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

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
- Written Comprehension
- Written Expression
Basic Skills You Need

• Active Listening
• Speaking
• Persuasion
• Social Perceptiveness
• Critical Thinking
• Negotiation
• Reading Comprehension
• Service Orientation
• Active Learning

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>
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<tr>
<td>Workplace Documents</td>
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</tr>
<tr>
<td>Graphic Literacy</td>
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*Using the median skill level.

Education & Training

These sales representative positions generally require the minimum of a high school diploma or equivalent. Some employers require education beyond high school. Work requires substantial knowledge related to the type of products being sold. Prior sales experience is especially helpful.

Where They Work

The South Dakota industries which employ the largest number of these sales representatives are:

• Merchant Wholesalers, Durable Goods
• Merchant Wholesalers, Nondurable Goods
• Wholesale Electronic Markets, and Agents and Brokers
• Machinery Manufacturing

South Dakota Employment & Wages

<table>
<thead>
<tr>
<th>Year</th>
<th>Workers</th>
<th>2018</th>
<th>2028</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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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

Visit dlr.sd.gov/hotcareers to obtain the most recent workforce data and trends and more resources, including this document. Also available are explanations of the terms used in this occupational profile.

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