



South Dakota High Demand & High Wage Career



Career Cluster: Marketing

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

Standard Occupational Code 41-4012

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:

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.

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 Expression
- Oral Comprehension
- Speech Clarity
- Speech Recognition
- Written Comprehension
- Written Expression

Basic Skills You Need

- Active Listening
- Speaking
- Negotiation
- Persuasion
- Social Perceptiveness
- Critical Thinking
- Reading Comprehension
- Writing
- Active Learning

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.

South Dakota Employment & Wages

2022 Employment	2032 Employment	Numeric Change	Percent Change	Average Annual Openings	Annual Median Wage	Annual Average Wage
5,535	6,130	595	10.8%	573	\$72,580	\$78,120

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/>

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.

Printed on recycled paper. 

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 sales reps are:

- Merchant Wholesalers, Durable Goods
- Machinery, Equipment, and Supplies Merchant Wholesalers
- Merchant Wholesalers, Nondurable Goods
- Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers

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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