



South Dakota High Demand & High Wage Career

Career Cluster:
Marketing & Sales



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

Initiative — A tendency to be proactive and take on extra responsibilities and tasks that may fall outside of one's required work role.

Self-Confidence — A tendency to believe in one's work-related capabilities and ability to control one's work-related outcomes.

Optimism — A tendency to exhibit a positive attitude and positive emotions at work, even under difficult circumstances.

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

Work Activities

- Selling or Influencing Others
- Getting Information
- Making Decisions and Solving Problems
- Updating and Using Relevant Knowledge
- Establishing and Maintaining Interpersonal Relationships
- Communicating with Supervisors, Peers, or Subordinates

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.

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
- Merchant Wholesalers, Nondurable Goods
- Machinery Manufacturing
- Wholesale Electronic Markets and Agents and Brokers
- Fabricated Metal Product Manufacturing

South Dakota Employment & Wages

2024 Employment	2034 Employment	Numeric Change	Percent Change	Average Annual Openings	Annual Median Wage	Annual Average Wage
5,348	5,734	386	7.2%	521	\$77,210	\$81,270

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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