



## 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:

**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 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.

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

Applied Math	5
Workplace Documents	5
Graphic Literacy	4

\*Using the median skill level.

## South Dakota Employment & Wages

2020 Workers	2030 Workers	Numeric Change	Percent Change	Average Annual Demand for Workers	Annual Median Wage	Annual Average Wage
5,309	5,903	594	11.2%	604	\$61,614	\$67,111

## 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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South Dakota Dept. of Labor and Regulation  
605.626.2314

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