



South Dakota High Demand & High Wage Career



Career Cluster: Marketing

Sales Representatives, Wholesale & Manufacturing, Technical & Scientific Products

Standard Occupational Code 41-4011

What They Do

Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required, in such areas as biology, engineering, chemistry and electronics. They contact customers, explain product features, answer questions customers may have and negotiate prices.

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 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.

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

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

Working Conditions — Offer job security and good working conditions.

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
- Deductive Reasoning
- Near Vision

Basic Skills You Need

- Persuasion
- Speaking
- Active Listening
- Negotiation
- Social Perceptiveness
- Reading Comprehension
- Service Orientation
- Coordination
- Active Learning

Education & Training

These sales representative positions generally require a bachelor's degree in an appropriate engineering, chemistry, science or other program related to the type of products being sold. If the goods are even more technologically advanced, such as medical or robotics equipment, employers may require a more advanced degree in a related field.

South Dakota Employment & Wages

| 2022 Employment | 2032 Employment | Numeric Change | Percent Change | Average Annual Openings | Annual Median Wage | Annual Average Wage |
|-----------------|-----------------|----------------|----------------|-------------------------|--------------------|---------------------|
| 1,794 | 2,018 | 224 | 12.5% | 189 | \$104,060 | \$132,270 |

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/>

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.

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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 sales representatives, wholesale and manufacturing, technical and scientific products are:

- Professional and Commercial Equipment and Supplies Merchant Wholesalers
- Merchant Wholesalers, Nondurable Goods
- Merchant Wholesalers, Durable Goods
- Wholesale Electronic Markets and Agents and Brokers

Provided By

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

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