

# Sales representative

Average salary: \$57,000+

Career trend: declining slightly

## Job description

Often referred to as the soldiers of a company, sales reps meet face-to-face with a company's most important asset: their customers. They use in-depth product knowledge and a positive attitude to sell goods and services to wholesale and retail businesses.

## What sales representatives do

Businesses rely heavily on sales. Sales reps are knowledgeable ambassadors for their companies and can build rapport and be influential with all types of people in order to increase profits.

Their biggest responsibility is to meet their sales targets. They do this by ensuring their current customers are satisfied while also working to secure new accounts. They enjoy a lot of freedom day-to-day. While their company sets their goals, they are free to figure out how to achieve them, deciding on their own plan of action.

They spend a significant amount of time driving to appointments and may have to attend conferences or training to increase their product knowledge or network with customers.

Sales reps are employed in a large range of industries, including retail, wholesale, insurance, manufacturing, pharmaceutical, engineering, medical, and electronics.

## You'll like this job if...

You're confident and love working with people. You focus on possibilities and the big picture. You enjoy a quick pace. You have excellent time management skills. You're proactive and like chasing new leads. You're an active listener. You're organised. You adapt easily to challenges. You communicate clearly and persuasively. You're deadline orientated.

## Will I get a job?

- While sales is a large employment area with more than 86,000 jobs across Australia, jobs are expected to decline by 2,200 over the next four years.

## What will I earn?

- \$1,101 to \$1,350 median full-time weekly salary (before tax, excluding super).

## Roles to look for

- Commercial traveller
- Sales demonstrator
- Sales representative
- Account manager

### A day in the life...

Work as a sales rep may involve these specific tasks:

- promote and sell their company's goods and services
- acquire and update product knowledge of their company's goods and services
- gather competitor product knowledge and understand overall market conditions
- use directories and other sources to target prospective clients
- visit clients and retail outlets to increase sales
- quote prices and credit terms, recording orders and arranging deliveries
- follow up with clients and ensure they're satisfied with their goods and services
- monitor clients' changing needs
- report on sales developments to sales and marketing management
- prepare sales reports
- maintain and submit records of business expenses incurred.

### VET qualifications

The following government-subsidised qualifications are available in NSW:

#### **Certificate III in Business to Business Sales (SIR30316)**

- Up to 2 years full-time
- Available as a traineeship
- Graduates employed or in further study: 81.9%\*

#### **Certificate IV in Business Sales (BSB40615)**

- Up to 2 years full-time
- Available as a traineeship
- Graduates employed or in further study: 91%\*

### VET offers possibilities for hundreds of careers.

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[www.vet.nsw.gov.au](http://www.vet.nsw.gov.au)

**Information sources** Income: Australian Government Department of Employment, Australian Jobs Report 2017, Occupation Matrix. ANZSCO ID: 2211. Earnings can vary greatly depending on the skills and experience of the worker, and the demands of the role. Job prospects: Australian Government Department of Employment 2017 employment projections to May 2022. Graduate outcomes: National Centre for Vocational Education Research. \*Approximately 6 months after they completed VET.

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#### Main employing industries

- Wholesale trade
- Manufacturing
- Information media and telecommunications
- Retail trade

#### Other jobs you may like...

- Retail supervisor
- Sales assistant
- Insurance agent
- Real estate sales agent
- Retail manager