



| NSW Department of Education

Sales Representative

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.

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

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.

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%*



To find out more regarding these related jobs, visit education.nsw.gov.au/job-guides.

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. Career trend: 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.

© State of New South Wales through Department of Industry 2018. The information contained in this publication is based on knowledge and understanding at the time of writing (July 2018). However, because of advances in knowledge, users are reminded of the need to ensure that the information upon which they rely is up to date and to check the currency of the information with the appropriate officer of the Department of Industry or the user's independent adviser.

Roles to look for

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

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