

## Marketing Cluster



Planning, managing and performing marketing activities to reach organizational objectives.

**Data Sources**  
Bureau of Labor Statistics  
CareerInfoNet  
CareerClusters  
The College Board  
Tracer

# Sales Representative (Wholesale & Manufacturing, Technical & Scientific Products)

*When you buy a pair of jeans at a store, you complete a retail transaction. But how did those jeans make it onto the shelf in the first place? You can thank a sales representative, or rep. Sales reps represent the makers and distributors of products to the people who buy them for resale. They serve as a critical link in the economy, pitching the advantages of their products over those of the competition. They also teach their customers about the product and give pointers on improving sales.*

Are you a people person with an interest in science? If so, a career as a **sales representative** may be for you.

**Sales representatives are part of the business-to-business marketplace, selling products from manufacturers or wholesalers to wholesalers or retailers.**

### Are You Ready To...?

- Take part in a formal training program in which you'll learn all about the product that you'll be selling
- Follow a more experienced employee on calls when you first begin working
- Nurture customer relationships

### It Helps To Be...

Someone who loves to interact with people and form relationships with them. As a sales rep, you'll need to be persuasive to convince clients to buy your products.

### A Day In The Life...

- Contact new and existing customers to discuss their needs and to explain how these needs could be met by specific products and services
- Answer customers' questions about products, prices, availability or credit terms
- Quote prices, credit terms or other bid specifications

### Salary and Opportunity in the Austin-area

**Median Hourly Wage: \$55.70**

*That comes out to more than  
**\$115,863** a year.*

**In 2016, we had  
7,170 Sales Representatives.  
By 2026, we'll need 8,516.**

*Could you be one of the  
**1,346?***

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## After High School...

In addition to a high school diploma, many employers look for sales representatives with a **bachelor's degree**.



## Top 5 Industries for Sales Representatives

1. Professional and Commercial Equipment and Supplies Merchant Wholesalers
2. Drugs and Druggists' Sundries Merchant Wholesalers
3. Wholesale Electronic Markets and Agents and Brokers
4. Machinery, Equipment and Supplies Merchant Wholesalers
5. Computer Systems Design and Related Services

For more Career Profiles, visit our website:

<http://www.wfscapitalarea.com/YouthServices/CareerPlanning.aspx>.

## Related College Majors

- Business
- Marketing
- Psychology
- Sales and Distribution

## Related Industry Certifications

- Certificate in Export Management
- Certified Associate in Materials Handling
- Certified Ingredient Service Provider
- Certified Sales Professional
- Certified Salesperson
- National Professional Certification in Sales

## Related Careers

- Advertising, Marketing and Public Relations Managers
- Buyers and Purchasers
- Insurance Sales Agents
- Real Estate Brokers and Sales Agents
- Sales Engineers
- Stockbrokers and Financial Services Sales Agents

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