

Sales

Background –

The main duty of someone in the field of sales includes the selling of merchandise. Merchandise can vary widely depending on the industry (automobiles, clothing, textiles, equipment, etc.) For a sales representative, duties would include working with the organization to determine effective ways to sell products to customers. In addition, working in retail sales generally has no educational background requirements.

What is an average salary for this career? Highly dependent on the industry but for general retail sales – Average \$22,900* annually; medical sales/pharmaceuticals has much higher salaries.

What classes at GVSU may help me in my career in sales? Discuss with your advisor which courses among those on this list, along with other courses not listed here, would best serve your career goals.

1. **PSY 310** – Behavior Modification
2. **PSY 349** – Psychology Applied to Media
3. **PSY 360** – Social Psychology
4. **PSY 445** – Industrial Organizational Psychology
5. **MKT 356** – Professional Selling
6. **Significant background knowledge in business (i.e. minor, major) may be necessary to be successful in this career**
 - a. **Business Minor** – a comprehensive background of the vast business disciplines (accounting, finance, etc.) Can also be tailored to those wanting to become an Entrepreneur.

What experiences outside of my classes could help me in my career? Searching for an internship or part time position on Handshake.

1. Example – Honest Projects: Sales + Marketing Internship
2. Example – The Black Sheep: Advertising Sales Manager

What skills are important for a salesperson to have? Communication skills, knowledge of the product, active listening skills, time management, and the ability to work with groups are important in this field, and it may also be required that you travel for your position.

Employer possibilities – can generally work in any industry that sells products or services

Titles of possible positions – sales representative, sales consultant, sales associate, outside sales representative



*Salary from bls.gov (2016)