

Sales Technical Reps



Occupational Profile

WHAT THEY DO

Sells goods for wholesalers or manufacturers in such areas as biology, engineering, chemistry and electronics, where technical or scientific knowledge (normally obtained from at least two years of post-secondary education) is required. Product examples include aircraft, agricultural, medical, dental and electronic equipment; industrial machinery; and chemicals. Belongs to the Marketing cluster and Professional Selling pathway.

IS THIS FOR YOU?

Work Interests are described in the following categories (compatible with Holland's Model) by people who tend to succeed in this career:

- **Enterprising** – You are a "persuader". You like to sell things or ideas. Prestige and power are important to you. You like to use your language skills to convince other people of your ideas.
- **Conventional** — You are an "organizer". Keeping things neat and organized is important to you. You like working with charts and reports, and work well with power and authority.

Work Values are aspects of work that are satisfying to you. The following work values are generally associated with this career.

- **Achievement** – It's very important to you that your work allows you to use your best abilities. You want to see the results of your work and get a feeling of accomplishment.
- **Independence** – It's very important to you that your work allows you to make decisions on your own. You want to try out your own ideas and work with little supervision.

Aptitudes reflect a person's ability to acquire skills and knowledge. The following aptitudes are important for success in the career:

- **General Learning Ability**
- **Verbal Aptitude**
- **Numerical Aptitude**
- **Clerical Perception**

SKILLS YOU NEED

Basic Skills:

- Reading Comprehension
- Active Listening
- Writing
- Speaking
- Mathematics
- Science
- Critical Thinking
- Active Learning
- Learning Strategies
- Monitoring

Transferable Skills (applicable in other careers):

High level

- Answering questions about products and services
- Demonstrating products and services
- Selling products or services
- Waiting on customers

Medium level

- Processing sales and purchasing information

Workplace Skills:

High level

- Persuasion
- Social Perceptiveness

Medium level

- Complex Problem Solving
- Coordination
- Judgment and Decision Making
- Negotiation
- Service Orientation
- Time Management

Additional skills for this occupation may be found at <http://www.iowaworkforcedevelopment.gov/career-exploration-resources>

Source: <https://secure.ihaveaplaniowa.gov/>

ESTIMATED & PROJECTED EMPLOYMENT

Occupational Title	2012 Estimated Employment	2022 Projected Employment	2012-22 Employment Change	Annual Growth Rate (%)	Total Annual Openings
Total, All Occupations	1,758,205	1,955,480	197,275	1.1	61,665
Sales & Related Occupations	177,320	195,030	17,710	1.0	7,080
Sales Reps, Wholesale & Mfg, Technical & Scientific Products	4,455	4,865	405	0.9	130

Source: <http://www.iowaworkforcedevelopment.gov/occupational.projections.0>

2015 WAGE & SALARY (\$)

Occupational Title	Average Wage	Average Salary	Entry Wage	Entry Salary	Experienced Wage	Experienced Salary
Total, All Occupations	19.77	41,122	9.55	19,858	24.88	51,755
Sales & Related Occupations	16.39	34,097	8.18	17,014	20.50	42,639
Sales Reps, Wholesale & Mfg, Technical & Scientific Products	36.70	76,328	17.71	36,845	46.19	96,069

Source: <http://www.iowaworkforcedevelopment.gov/occupational.projections.0>

EDUCATION & TRAINING

Education	Work Experience	Job Training
Bachelor's Degree	None	Moderate-Term On-The-Job

Since there is no formal educational requirement for sales representative, their levels of education varies. Having a bachelor's degree can be highly desirable, especially for sales representatives who work with technical and scientific products. This is because technological advances result in new and more complex products. Often, companies have formal training programs for beginning sales representatives lasting up to 2 years. However, most businesses accelerate these programs to reduce costs and expedite the returns from training. Regardless of where they work, new employees may get training by accompanying experienced workers on their sales calls.

Source: <http://www.iowaworkforcedevelopment.gov/occupational.projections.0> and <https://secure.ihaveaplaniowa.gov/>

NATIONAL CAREER READINESS CERTIFICATE (NCRC)

Skill	Median Skill Level
Applied Mathematics	5
Locating Information	5
Reading for Information	4



This ACT-developed credential demonstrates achievement and a certain level of workplace employability skills. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6).

Source: <http://www.act.org/workkeys/analysis/occup.html>

PRIMARY INDUSTRY SECTORS

(Where are Sales Tech Reps Employed?)

Merchant Wholesalers
Professional, Scientific, and Technical Services
Agriculture
Machinery Mfg
Wholesale Electronic Markets
Publishing Industries
Chemical Mfg
Self Employed
Nonstore Retailers

Source: <http://www.iowaworkforcedevelopment.gov/occupational.projections.0>

ADDITIONAL SOURCES:

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