

Sales Managers

SOC: 11-2022 • Career Profile Report

■ Key Facts

\$138,060

Median Salary

619,500

Employment

+5.0%

Growth Rate

■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 14.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■■ Work-Life Balance

6.2/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.2/10	Investigative	6.8/10
Artistic	4.4/10	Social	7.8/10
Enterprising	8.6/10	Conventional	7.4/10

■ Top Skills Required

Analytical skills, Communication skills, Computer skills, Customer-service skills, Interpersonal skills, Leadership skills, Organizational skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Sales Managers typically perform the following tasks:

- Oversee regional and local sales managers and their staffs.
- Resolve customer complaints regarding sales and service.
- Monitor customer preferences to determine focus of sales efforts.
- Confer with potential customers regarding equipment needs, and advise customers on types of equipment to purchase.
- Review operational records and reports to project sales and determine profitability.
- Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.
- Direct and coordinate activities involving sales of manufactured products, services, commodities, real estate, or other subjects of sale.
- Determine price schedules and discount rates.
- Prepare budgets and approve budget expenditures.
- Confer or consult with department heads to plan advertising services and to secure information on equipment and customer specifications.
- Visit franchised dealers to stimulate interest in establishment or expansion of leasing programs.
- Represent company at trade association meetings to promote products.
- Advise dealers and distributors on policies and operating procedures to ensure functional effectiveness of business.
- Direct, coordinate, and review sales and service accounting and record-keeping, as well as receiving and shipping.
- Direct clerical staff to keep records of export correspondence, bid requests, and credit collections, and to maintain current information on tariffs, licenses, and restrictions.
- Assess marketing potential of new and existing store locations, considering statistics and expenditures.
- Direct foreign sales and service outlets of an organization.
- Coach staff on sales tactics.
- Establish and monitor staff's sales goals.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

Source: <https://www.bls.gov/ooh/management/sales-managers.htm>