Sales refers to the exchange of a product, commodity, service or delivery for money. It involves helping prospective clients or customers by listening to them and understanding their needs to find them what they’re looking for. Rather than persuading someone to purchase something, selling is focused on meeting the needs of the customer objectively.

“How you sell is more important than what you sell.”
— Andy Paul
Global Sales Expert & Author

The most successful salespeople don’t behave like salespeople at all. Instead, they partner with their business customers, listening for real problems an organization is having and then offering targeted solutions.

Why consider a sales career?
Defined career path, potential for high pay, growth opportunities, and ability to transition between industries.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Salary Range</th>
<th>Level</th>
<th>Soft Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Sales Representative</td>
<td>$ 22–42 / hour</td>
<td>Entry/Mid-level</td>
<td>Strong communication skills; self-motivated; fast learner</td>
</tr>
<tr>
<td>Outside Sales Representative</td>
<td>$ 23–42 / hour</td>
<td>Entry/Mid-level</td>
<td>Comfortable working alone; able to manage a flexible schedule; autonomy</td>
</tr>
<tr>
<td>Sales Development Rep (SDR)</td>
<td>$ 24–43 / hour</td>
<td>Entry/Mid-level</td>
<td>Comfortable talking on the phone; excellent written &amp; verbal communication</td>
</tr>
<tr>
<td>Account Executive</td>
<td>$ 33–63 / hour</td>
<td>Mid-level</td>
<td>Strong interpersonal skills; resiliency; calm in high-stress situations</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>$ 55–102 / hour</td>
<td>Mid-level</td>
<td>Enjoy managing people &amp; budgets; able to strategize for team</td>
</tr>
</tbody>
</table>

Chief Revenue Officer
Vice President
Sales, International Sales, Sales Operations
Director
Business Development, National Sales, Regional Sales, International Sales
Manager
Sales, Territory, Business Development, Key Accounts, National Sales, Inside Sales
Individual Contributor
Sales Associate, Sales Rep, AE, Sales Consultant, Sales Executive, SDR, Inside Sales Rep, Outside Sales Rep, BD Rep, Account Rep
Entry Level
Sales Intern, Sales Assistant, Sales Coordinator, Sales Trainee, Sales Administrator, Sales Ops Specialist, Sales Specialist
INDUSTRY IN THE SAN FRANCISCO BAY AREA

Industries Employing Sales Occupations

- Advertising
- Consumer packaged goods
- Enterprise software
- Financial services
- Insurance
- Manufacturing
- Medical devices
- Pharmaceuticals
- Real estate

Certificates / Professional Training

- Data Analytics Professional
- Digital Marketing & e-Commerce Professional
- Miscellaneous Sales / Business Development Skills
- Real Estate Sales
- Salesforce Administrator
- Salesforce Developer
- Social Media Marketing Professional

Key Sales Skills

- Active listening
- Communication
- Handling objections
- Negotiating
- Presentation skills
- Prospecting
- Research
- Social selling
- Storytelling

Sales may be for you if you thrive on taking initiative, display integrity and adaptability, and enjoy problem solving. Possessing strong communication skills — speaking, listening, and understanding — is key. A successful salesperson uses these skills to influence others.

Resources

Associations / Organizations

- National Association of Sales Professionals (NASP) https://www.nasp.com/
- National Association of Women Sales Professionals (NAWSP) https://nawsp.org/
- National Business Development Association https://nbda.co/
- National Sales Network https://www.salesnetwork.org/
- Sales Management Association https://salesmanagement.org/

Staffing Firms

- Adecco: https://adeccousa.com
- Aerotek: https://aerotek.com
- AppleOne: https://appleone.com
- Experis/Manpower: https://experisjobs.us
- Kelly Services: https://kellyservices.com
- Randstad: https://www.randstadusa.com
- Robert Half: https://roberthalf.com
- Volt Services Group: https://volt.com
- West Valley Staffing: https://westvalley.com

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