

Sales Technical Reps



Occupational Profile

DOES THIS DESCRIBE YOU?

Work Interests involve descriptive categories (compatible with Holland's Model) attributed to success in this career:

- **Enterprising**—Involves starting up and carrying out projects; often leading people and making business decisions that sometimes require risk.
- **Conventional**—Enjoy following set procedures and routines developed through higher authority; includes working with data and details more than with ideas.

Work Styles depict worker characteristics conducive for this career:

- **Integrity**
- **Initiative**
- **Cooperation**
- **Dependability**
- **Persistence**

Work Values are associated with aspects of work that provide satisfaction in this career:

- **Achievement**—Sense of accomplishment; results oriented.
- **Working Conditions**—Job security; good working conditions.
- **Independence**—Autonomy; working on your own.

Aptitudes reflect an ability to acquire skills and knowledge for success in this career:

- **Oral Expression**
- **Oral Comprehension**
- **Speech Clarity**
- **Speech Recognition**
- **Written Comprehension**

OVERVIEW

Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry and electronics, normally obtained from at least two years of post-secondary education. Belongs to the Marketing Sales career cluster and Professional Sales and Marketing pathway.

SKILLS & KNOWLEDGE NEEDED

Basic Skills:

- Persuasion
- Active Listening
- Negotiation
- Speaking
- Social Perceptiveness

Technology Skills:

- Analytical or Scientific Software
- Customer Relationship Management Software
- Data Base User Interface and Query Software
- Electronic Mail Software
- Enterprise Resource Planning Software

Knowledge:

- Customer and Personal Service
- Sales and Marketing
- English Language
- Administration and Management
- Mathematics

ESTIMATED & PROJECTED EMPLOYMENT

| Occupational Title | 2014 Estimated Employment | 2024 Projected Employment | 2014-24 Employment Change | Annual Growth Rate (%) | Total Annual Openings |
|--|---------------------------------|---------------------------------|---------------------------------|------------------------------|-----------------------------|
| Total, All Occupations | 1,795,100 | 1,949,240 | 154,140 | 0.9 | 58,145 |
| Sales & Related Occupations | 178,350 | 192,550 | 14,200 | 0.8 | 6,665 |
| Sales Reps, Wholesale & Mfg, Technical & Scientific Products | 4,220 | 4,545 | 325 | 0.8 | 120 |

Source: <https://www.iowaworkforcedevelopment.gov/occupational-projections>

2017 WAGE & SALARY (\$)

| Occupational Title | Mean Wage | Mean Salary | Entry Wage | Entry Salary | Exp Wage | Exp Salary |
|--|--------------|----------------|---------------|-----------------|-------------|---------------|
| Total All Occupations | 20.93 | 43,539 | 10.09 | 20,991 | 26.35 | 54,813 |
| Sales & Related Occupations | 16.90 | 35,152 | 8.40 | 17,482 | 21.15 | 43,987 |
| Sales Reps, Wholesale & Mfg, Technical & Scientific Products | 37.27 | 77,519 | 18.31 | 38,081 | 46.75 | 97,238 |

Source: <https://www.iowaworkforcedevelopment.gov/occupational-employment-and-wages>

EDUCATION & TRAINING



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

A bachelor's degree is required for most sales technical rep positions (with a technical background preferable).

Sources: <https://www.iowaworkforcedevelopment.gov/occupational-projections> and https://www.bls.gov/emp/ep_education_training_system.htm

NATIONAL CAREER READINESS CERTIFICATE (NCRC)

| Skill | Median Skill Level | Minimum Skill Level | Maximum Skill Level |
|-----------------------------|--------------------|---------------------|---------------------|
| Applied Mathematics | 4 | 3 | 5 |
| Locating Information | 4 | 4 | 5 |
| Reading for Information | 4 | 4 | 5 |
| Applied Technology | n.a. | n.a. | n.a. |
| Business Writing | 3 | 3 | 4 |
| Workplace Observation | 2 | 2 | 2 |
| Listening for Understanding | 4 | 4 | 5 |

An ACT assessment-based credential issued in determining essential work skills needed for employment success across industries and occupations. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6 & higher). Source: <http://www.act.org/content/act/en/products-and-services/workkeys-for-employers/assessments.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: <https://www.iowaworkforcedevelopment.gov/occupational-projections>

ADDITIONAL SOURCES:

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