

Marketing – Sales

Are you outgoing and passionate about building relationships? A career in sales could be the right path for you! Sales professionals play a critical role in today's global marketplace. Supporting nearly all industries, salespeople help customers and businesses define their needs, understand and evaluate options, make effective purchasing decisions, and build enduring relationships.

Those working in sales deal directly and personally with the market. They interact with a diverse group of people, internally and externally, to their organization, as they work to understand the appropriate needs and desires of the customer, and how it can be matched with the company's appropriate product or service.

Careers in sales not only develop your skills in public speaking and customer service, but can also develop your leadership skills through learning how to negotiate, having difficult conversations, and overcoming objections. Other important factors in sales are motivation and initiative, as often times sales reps are not closely supervised and are responsible for their own financial performance. Within sales, the skills you learn give you a broad perspective of how a firm's products, competitors, and the economic conditions interact. By gaining this broad perspective, your career can grow in a variety of ways: a lateral transition, a transition to a different department, or a promotion to management! The Business College of Business and Economics Sales Leadership Center is a great resource to further explore the profession, earn the Certificate of Professional Sales and network with the Centers partners – Fortune 500 companies.



Source: Career Overview

Average Salary & Trajectory*

Entry-Level

\$69,000 annually

- Advertising Sales Agents
- Buyer
- Sales Representative
- Account Representative
- Account Coordinator
- Territory Representative

Mid-Level

\$93,000 annually

- Fundraising Manager
- Sales Supervisor
- Sr. Account Representative
- Store Manager
- District Sales Manager
- Account Executive
- Business Development Analyst

Executive-Level

\$116,000 annually

- Growth Manager
- Regional Sales Manager
- National Account Manager
- Sales Manager
- Territory Manager
- Channel Sales Director

Learn More With O*Net

Visit O*Net OnLine to explore the sample roles in sales. The database provides career exploration tools to the public at no cost and is continually updated by surveying a broad range of workers from each occupation. Learn about the knowledge, skills, tasks, and activities required for each occupation, as well as median wages and employment trends reported by the Bureau of Labor Statistics and other federal agencies.

01

Visit O*Net OnLine at
www.onetonline.org

02

Refer to the sample job titles listed in the "O*Net Keywords" section below

03

Enter phrase into O*Net's "Occupation Search" to explore sample roles

O*Net Keywords:

- Digital Advertising
- Search Marketing
- Digital Marketing

Roles:

- Marketing Specialist
- Search Marketing Strategists
- Marketing Manager

*Note: Salaries are highly dependent on location, company type, and candidate experience/education. For the purposes of this guide, we are providing average starting salaries as determined by the U.S Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources."

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Skills/Experience Suggested:

- Knowledge of database user interface and query software
- Possess analytical and problem solving skills
- Able to work independently and build relationships with virtual team members
- Ability to work with initiative, creativity, and commercial awareness
- Strong interpersonal skills and ability to communicate effectively
- Ability to build and maintain customer relationships
- Strong negotiation and persuasion skills

Advanced Degrees:

- MBA in Marketing
- Master of Science in Marketing

Professional Certifications:

- Certificate of Professional Sales
- Certified Professional Sales Person
- Certified Sales Professional
- Certificate in Sales Management

Professional Associations:

- National Association of Sales Professionals
- Sales and Marketing Executives International Inc.
- National Sales Network

Campus Resources:

- Sales Leadership Center (SGMH 3357)
- American Marketing Association (AMA) Student Organization
- Pi Sigma Epsilon

Industry Research & Tools:

- Collegegrad.com/careers/sales
- Themuse.com/advice/everything-need-to-know-finding-sales-job
- Fullerton.firsthand.co – Login with your CSUF email

Job & Internship Search Sites:

- Fullerton.joinhandshake.com
- Titan Connection
- Wayup.com
- Linkedin.com
- Ziprecruiter.com
- Indeed.com
- Glassdoor.com

Employers Hiring CSUF Business Graduates:

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