

Sales Career Guide



Why work in Sales?

There are a number of strong reasons why a career in the Sales industry should be a serious consideration. First, every company that has a product or provides a service needs sales people to take it to market and as long as companies strive to remain competitive, there will always be jobs available for good quality sales people.

Second, how much you can earn is determined by how good you are at selling. Salaries are typically made up of a basic rate of pay plus on-target earnings achieved by hitting targets on an individual or team basis, with some successful sales people able to earn double or more of their salary in bonuses.

And third, promotion is based on results and it is not uncommon for good sales executives to find themselves moving into management positions quicker than they would in another industry sector.

Progression Example:

Sales Executive
Team Manager
Business Manager

Phone based sales salaries

£ Average starting salary
£15,000*

£ Average top salary
£30,000*

Field based sales salaries

£ Average starting salary
£25,000*

£ Average top salary
£60,000*

Successful sales people earn on average **double their salary** in commission

Is Sales right for me?

Sales could be your calling if you have:

- A high degree of self-motivation
- A confident and outgoing personality
- A knack for negotiation
- A little entrepreneurial spirit

What makes a good Sales CV?

- Achievement statements that show you can do what you claim
- Proving your ability to hit targets and showing revenue
- Demonstrating negotiation and communication skills
- Listing any records, achievements or commendations achieved in roles
- Sharing any reputable key clients you have worked with

What qualifications do I need?

Although the sales industry attracts people from all educational backgrounds, most recruiters look for a standard level of academic achievement – four GCSEs grades A-C or equivalent.

However, there has been a growing trend in recent years for employers to ask for graduates with a 2:1 or above, especially for technical sales roles in a related subject, such as computing, engineering and IT. Similarly, science graduates are hot property for pharmaceutical sales. Whilst those with a degree in languages are employed by companies who operate on an international level and need sales people to liaise with customers whose mother tongue is not English.

Interested in a career in Sales? Get in touch with our specialists:

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