

**Occupational Profile**  
**Sales Representatives, General**  
OES (Occupational Employment Statistics) CODE: \*6

<b>Cameron County</b>		<b>Hidalgo/Starr/Willacy Counties</b>	
<b>Employment 2000</b>	<b>Projected Employment 2010</b>	<b>Employment 2000</b>	<b>Projected Employment 2010</b>
3,720	4,260	6,090	6,790
<b>Absolute Change</b>		<b>Absolute Change</b>	
<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
540	14.5	700	11.5
<b>Is License Required?</b>	<b>Growth to Replacement</b>	<b>Is License Required?</b>	<b>Growth to Replacement</b>
No	1:2.5	No	1:3.3
<b>Hourly Wage 2002</b>		<b>Hourly Wage 2002</b>	
<b>Mean</b>	<b>Median</b>	<b>Mean</b>	<b>Median</b>
\$17.43	\$13.6	\$19.26	\$15.13

**Job Description:** Sales Representatives are an important part of manufacturers' and wholesalers' success. Regardless of the type of product they sell, their primary duties are to interest wholesale and retail buyers and purchasing agents in their merchandise and to address any of the client's questions or concerns. They also advise clients on methods to reduce costs, use their products, and increase sales. Sales representatives market their company's products to manufacturers, wholesale and retail establishments, government agencies, and other institutions.

**Average Education Required:** These occupations usually require a high school diploma and may require some vocational training or job-related course work. In some cases, an associate's or bachelor's degree could be needed.

**Related Occupations:** Sales representatives must have sales ability and knowledge of the products they sell. Other occupations that require similar skills are: [advertising, marketing, and public relations managers](#); [insurance sales agents](#); [purchasing managers, buyers, and purchasing agents](#); [real estate agents and brokers](#); [securities, commodities, and financial services sales representatives](#); and [services sales representatives](#).

**Skills Required**

- Speaking -- Talking to others to effectively convey information
- Social Perceptiveness -- Being aware of others' reactions
- Service Orientation -- Actively looking for ways to help people
- Persuasion -- Persuading others to approach things differently
- Active Listening -- Listening to what other people are saying and asking questions as appropriate
- Negotiation -- Bringing others together and trying to reconcile differences

*\*6 includes sales rep., manufacturing & wholesale, sales rep. retail, and those for other general purposes*

Industrial Employment Patterns		
Industry Code	Industry	Percent of Employees
7380	Miscellaneous Business Services	18.1%
6020	Commercial Banks	12.6%
8740	Management & Public Relations Services	9.4%
7360	Personnel Supply Service	7.4%
7370	Computer Programming & Other Related Services	5.6%
6530	Real Estate Agents & Management	4.5%
6310	Life Insurance	4.0%
6210	Security Brokers, Dealers, & Flotation Companies	3.6%