

Sales Managers

SOC: 11-2022 • Career Profile Report

■ Key Facts

\$138,060

Median Salary

619,500

Employment

+5.0%

Growth Rate

■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 14.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■■ Work-Life Balance

6.2/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.2/10	Investigative	6.8/10
Artistic	4.4/10	Social	7.8/10
Enterprising	8.6/10	Conventional	7.4/10

■ Top Skills Required

Analytical skills, Communication skills, Computer skills, Customer-service skills, Interpersonal skills, Leadership skills, Organizational skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Sales Managers direct and coordinate **an organization's sales teams and strategies**. They set sales goals, analyze market trends, and develop plans to increase revenue. Their work is critical in business growth, customer relations, and market competitiveness.

This career is well suited for individuals who enjoy leadership, strategic planning, and achieving measurable results.

What Do Sales Managers Do?

These professionals oversee sales teams, create sales strategies, and monitor performance to meet organizational goals.

Common responsibilities include:

- Developing and implementing sales plans and strategies
- Managing sales teams, including hiring, training, and performance evaluation
- Monitoring market trends, competitor activity, and customer feedback
- Setting sales targets and motivating team members to achieve goals
- Building and maintaining relationships with key clients and stakeholders
- Preparing sales reports and forecasts for management
- Coordinating with marketing, product, and operations departments

Key Areas of Sales Management

Sales managers may specialize in particular markets, industries, or sales functions:

- Team Leadership and Development: Coaching, mentoring, and managing sales staff
- Strategic Planning and Goal Setting: Developing actionable sales strategies and objectives
- Customer Relationship Management: Building and maintaining client accounts
- Market Analysis and Competitor Research: Evaluating trends and identifying opportunities
- Performance Monitoring and Reporting: Tracking sales metrics and outcomes

Skills and Abilities Needed

Sales managers combine leadership, analytical, and communication skills.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

This role typically requires formal education and sales experience:

- Bachelor's Degree (minimum): Business, marketing, management, or related field
- Sales Experience: Hands-on experience in sales, account management, or business development
- Management Training or Certifications (optional): Leadership programs or sales management credentials
- On-the-Job Experience: Gaining expertise in team leadership, client engagement, and strategic planning
- Continuous Learning: Staying current on sales techniques, industry trends, and market dynamics

Where Do Sales Managers Work?

They are employed in organizations that sell products or services across industries:

- Retail and Wholesale Companies
- Manufacturing and Industrial Firms
- Financial and Business Services

- Technology and Software Companies
- Healthcare and Pharmaceutical Organizations

Work environments include offices, client sites, and sales event locations.

Is This Career Difficult?

This career requires strong leadership, analytical, and interpersonal skills. Sales managers must balance team performance, market demands, and organizational goals while motivating staff and maintaining client relationships.

Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy leading teams and setting strategic goals
- Are analytical, organized, and results-driven
- Have excellent communication and interpersonal skills
- Can motivate and guide others toward achieving objectives
- Want a career focused on business growth and market success

How to Prepare Early

- Take courses in business, marketing, management, and leadership
- Gain experience in sales, customer service, or business development
- Develop skills in communication, negotiation, and team leadership
- Learn about market analysis, sales metrics, and strategic planning
- Explore internships or mentorship opportunities in sales and management

Sales managers lead teams, develop strategies, and drive business growth by achieving sales objectives, building client relationships, and optimizing market performance.