

Wholesale and Manufacturing Sales Representatives

SOC: 41-4000 • Career Profile Report

■ Key Facts

\$74,100

Median Salary

1,613,600

Employment

+1.0%

Growth Rate

■ Requirements & Salary Range

Education: See Requirements (BLS)

■ Automation Risk Assessment

Medium Risk - 38.0% probability of being automated in the next 10-20 years.

This job has some routine elements but still requires human judgment and interaction.

■■ Work-Life Balance

5.6/10 - Fair work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.4/10	Investigative	5.0/10
Artistic	5.4/10	Social	8.0/10
Enterprising	9.0/10	Conventional	5.8/10

■ Top Skills Required

Customer-service skills, Interpersonal skills, Physical stamina, Self-confidence

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Wholesale and Manufacturing Sales Representatives sell goods and products **to businesses, organizations, and other buyers rather than directly to consumers**. They build relationships, provide product information, and negotiate sales agreements. Their work is critical in distribution, supply chain operations, and business growth.

This career is well suited for individuals who enjoy sales, relationship-building, and business strategy.

What Do Wholesale and Manufacturing Sales Representatives Do?

These professionals promote and sell products, manage accounts, and coordinate with clients and internal teams.

Common responsibilities include:

- Identifying and contacting potential clients or business customers
- Presenting products and explaining features, benefits, and pricing
- Negotiating sales terms and closing deals
- Maintaining long-term customer relationships
- Monitoring market trends and competitor activity
- Preparing sales reports and documentation
- Coordinating with production, logistics, and management teams

Key Areas of Wholesale and Manufacturing Sales

Sales representatives may specialize in certain industries or product types:

- Industrial and Manufacturing Products: Selling machinery, equipment, or production materials
- Business-to-Business Sales: Engaging with corporate, institutional, or organizational clients
- Account Management and Client Relations: Maintaining and expanding customer accounts
- Market Analysis and Strategy: Identifying opportunities and planning sales approaches
- Product Knowledge and Consultation: Advising clients on product selection and usage

Skills and Abilities Needed

Wholesale and manufacturing sales representatives combine communication, business, and negotiation skills.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

This role typically requires formal education and sales experience:

- High School Diploma or GED (minimum): Basic math, reading, and communication skills
- Bachelor's Degree (optional but common): Business, marketing, or related field
- On-the-Job Training: Learning company products, sales processes, and client management
- Internships or Entry-Level Sales Experience: Gaining practical exposure to sales strategies and business operations
- Professional Development: Training in negotiation, CRM systems, and industry-specific knowledge

Where Do Wholesale and Manufacturing Sales Representatives Work?

They are employed in organizations that produce or distribute goods and products:

- Manufacturing Companies
- Wholesale and Distribution Firms
- Business-to-Business Service Providers

- Corporate Sales Departments
- Consulting and Sales Agencies

Work environments include offices, client sites, manufacturing facilities, and trade events.

Is This Career Difficult?

This career requires strong interpersonal, negotiation, and organizational skills. Sales representatives must meet targets, manage client expectations, and adapt to market trends.

Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy sales and building business relationships
- Are persuasive, confident, and goal-oriented
- Can analyze markets and adapt strategies
- Have strong communication and problem-solving skills
- Want a career driving business growth and product adoption

How to Prepare Early

- Take courses in business, marketing, or sales fundamentals
- Develop communication, negotiation, and interpersonal skills
- Gain experience through internships, part-time sales, or customer service roles
- Learn about products, industries, and client needs
- Explore professional development opportunities in business-to-business sales

Wholesale and manufacturing sales representatives connect businesses with products, manage client relationships, and drive sales, supporting organizational growth and market expansion.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

Source: <https://www.bls.gov/ooh/sales/wholesale-and-manufacturing-sales-representatives.htm>