



*Sales people promote and sell products and services.*

*For instance, think of the person who sold you your last pair of shoes or the person who helped you to purchase a CD or DVD.*

*A Sales Manager is often the person who is in charge of the sales staff and who sets sales targets and makes sure products or services are promoted properly.*

### **Some of the things you might do as a Sales Manager include:**

- work out how much you have to sell to make money
- set sales goals and targets
- help customers and answer product questions
- help sales staff be more effective
- help develop new products and services
- develop plans to tell customers about your product or service

### **Careers you may also look at include:**

#### **Advertising Manager**

An advertising manager develops the advertising plan for products and services. For instance, think of your favourite advertisement on TV at present. An advertising manager developed that ad!

#### **Customer Service Manager**

A customer services manager help customers by answering questions, taking orders and providing phone advice. They also assist with setting up product displays, prepare documentation for brochures and sales kits.

### **Education & Training**

Careers in this area usually require you to complete a Traineeship, TAFE or Uni diploma or degree in business or commerce. To get into these courses you usually need to pass secondary school.

It is a good idea to develop your English and math skills.

### **Further Information:**

Australian Market and Social Research Society [www.amsrs.com.au](http://www.amsrs.com.au)

Australian Marketing Institute [www.ami.org.au](http://www.ami.org.au)