**Job title: Sales Manager**

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| **Job title: Sales Manager** | Sales managers organise, coach and lead teams of sales representatives to work towards agreed targets. |
| **Entry requirements:** | You could do a degree before joining a company as a graduate management trainee. Subjects include:   * sales and marketing management * business management * retail marketing   For some jobs, like selling hi-tech scientific or engineering equipment, employers may prefer you to have a qualification in that field.  **Entry requirements**  You'll usually need:   * 2 to 3 A levels for a degree   You could complete a sales executive higher apprenticeship before applying for a trainee manager job.  **Entry requirements**  You'll usually need:   * 4 or 5 GCSEs at grades 9 to 4 (A\* to C) and college qualifications like A levels for a higher or a degree apprenticeship   You could take a professional qualification like those offered by the Institute of Sales Management.  Qualifications include:   * Level 4 Award in Managing a Sales Team * Level 4 Award in Finance for Sales Managers * Level 4 Award in Operational Sales Planning |
| **Skills required:** | You'll need:   * excellent verbal communication skills * the ability to sell products and services * customer service skills * the ability to use your initiative * business management skills * leadership skills * to be flexible and open to change * the ability to accept criticism and work well under pressure * you will be expected to use a computer confidently as part of this job.  Career tips In some jobs you could travel around the world to meet customers, so it may be helpful to speak a second language. |
| **What you'll do:** | Your day-to-day duties might include:   * recruiting and training sales staff * allocating areas to sales reps * developing sales strategies and setting sales targets * providing feedback and coaching to team members * monitoring the team’s performance and motivating them to reach targets * compiling and analysing sales figures * reporting back to senior managers * keeping up to date with products and competitors |
| **What you’ll earn:** | * Starter: £22,000 * Experienced: £70,000   *These figures are a guide.* |
| **Working hours, patterns and environment:** | * You could work at a store, in an office, at a client's business or in a contact centre. * 38 to 40 hours a week * Evenings, Weekends attending events or appointments |
| **Career path and progression:** | With experience and a good track record, you could take on larger sales areas or be promoted to regional or national sales manager. |