**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
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| **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 tipsIn 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
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| **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
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| **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. |