

# jobpostings Mini-Guide to the Sales Industry

## Definition of Sales:

(Ok, there's not just one. We like this one best!)

According to Michael Reagan, CEO of the National Association of Sales Professionals, a sales person is someone who helps a buyer make the right decision.

## Types of Sales Positions:

(Where do you see yourself?)

**Sales Representatives-** A person who is employed by the company to sell its goods or services in a designated area.

**Sales Manager-** A person who is employed by a company to plan and direct sales operations by establishing territories, targets and objectives, and by recruiting, hiring and supervising the sales force in order to meet those objectives.

**Manufacturers Agent-** A person who is unlike the traditional sales rep- an independent business owner, selling products and product lines to retail stores, wholesale companies and other businesses, on behalf of several different manufacturers.

**Owner/Operator-** A person who is self-employed- marketing products or services in a diverse range of fields and takes charge of every aspect of managing the business.

**Inside Sales Rep/Customer Service Rep-** A person who is employed by a company to handle customer calls and requests, and to draw on extensive product knowledge in order to close the sale.

## Useful Sales Associations:

(Become a member, learn from others, and enjoy all the benefits!)

National Association of Sales Professionals  
(480)951-4311  
[www.nasp.com](http://www.nasp.com)

Sales and Marketing Executives International- Has local chapters  
(770)661-8500  
[www.smei.org](http://www.smei.org)

The Professional Society for Sales & Marketing Training  
(770)719-4768  
[www.smt.org](http://www.smt.org)

The Sales Network—get your certification!  
<http://cbpa.louisville.edu/salesnetwork/education.htm>

## Must-Read Sales Mags:

(Tools to landing and keeping that dream job)

1. Selling Power Magazine  
[www.sellingpower.com](http://www.sellingpower.com)
2. SalesDoctors Magazine  
[www.salesdoctors.com](http://www.salesdoctors.com)
3. Sales & Marketing Management Magazine  
[www.salesandmarketing.com](http://www.salesandmarketing.com)

## Cool Web Sites to Check Out:

(Filled with info, info and more info!)  
[www.reaassoc.com](http://www.reaassoc.com)  
[www.sales.com](http://www.sales.com)  
[www.sell.org](http://www.sell.org)  
[www.cpsa.com](http://www.cpsa.com)  
[www.smei.org](http://www.smei.org)

With my background,  
what sales jobs apply?

**Liberal Arts:** retail management, sales associate, customer service.

**Computer Science:** technical sales, software consultant, account executive in corporate sales.

**Business:** account executive, inside sales, sales and marketing representative.

**Engineering:** technical sales, inside and international sales, project manager.

## Further Your Education by...

(Get the education needed for a successful sales career)

Get yourself certified by the National Association of Sales Professionals by becoming a CPSP (Certified Professional SalesPerson). NASP is a charter trustee of the Accredited Sales Professionals Sales Association and helps to increase the professionalism of the sales industry and maintain its high standards.

Check out the web site at:  
[www.nasp.com](http://www.nasp.com) or call Michael Reagan at (480)951-4311

If you are currently in college or university, you must check out The Sales Network to obtain a certification. By successfully completing a certain number of courses and participating in extra-curricular activities students who have a total of 100 points may qualify. The course and hands-on components are each worth 50 points stressing the value of both in the process of learning. Once a member, your name is listed so you can be viewed by companies and potentially be recruited!

Check out the web site at:  
<http://cbpa.louisville.edu/salesnetwork/education.htm> or contact Buddy LaForge at: [buddy.laforge@louisville.edu](mailto:buddy.laforge@louisville.edu)