

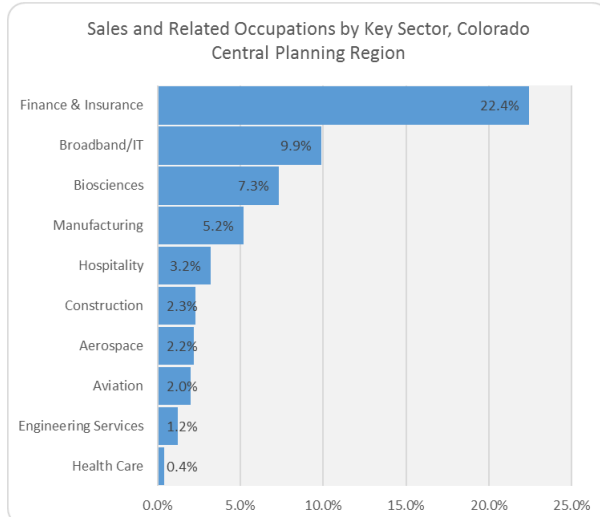
Career Pathways
Business Operations Group
Sales and Related Occupations

All industries are made up of three groups of people:

- The **core business group**, which produce the goods or provide the services
- The **business operations group**, which is charged with advertising, marketing, budgeting and sales
- The **administration & support** group, which performs tasks that support the core and business operations groups

Employment by Occupational Grouping, Colorado Central Planning Region					
SOC	Description	2015 Jobs	2020 Jobs	Change	Percent Change
41-1000	Supervisors of Sales Workers	18,404	19,140	736	4.0%
41-2000	Retail Sales Workers	99,612	105,528	5,916	5.9%
41-3000	Sales Representatives, Services	38,059	40,281	2,222	5.8%
41-4000	Sales Representatives, Wholesale and Manufacturing	28,680	30,296	1,616	5.6%
41-9000	Other Sales and Related Workers	19,432	21,270	1,838	9.5%

Source: EMSI 2015.3 QCEW, Non-QCEW & Self-Employed Class of Worker



Sales and related occupations are part of the **business operations group**, because the skills needed to ‘close a deal’ transcend all industry groups, while the technical product knowledge can be learned anew.

In the key industry groups that have been targeted by the Arapahoe/Douglas Workforce Development Board, 2% or more of the employment in each key regional industry sector is sales and related.

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Sales and Related Occupations, Denver-Aurora-Lakewood MSA, Boulder & Larimer Counties						
SOC	Description	2015 Jobs	2016 Jobs	2015 - 2016 Change	2015 - 2016 % Change	Typical Entry Level Education
41-1011	First-Line Supervisors of Retail Sales Workers	13,832	14,147	315	2.3%	High school diploma or equivalent
41-1012	First-Line Supervisors of Non-Retail Sales Workers	4,564	4,659	95	2.1%	High school diploma or equivalent
41-2011	Cashiers	32,678	33,508	830	2.5%	No formal educational credential
41-2012	Gaming Change Persons and Booth Cashiers	108	123	15	13.9%	High school diploma or equivalent
41-2021	Counter and Rental Clerks	8,405	8,651	246	2.9%	No formal educational credential
41-2022	Parts Salespersons	2,429	2,472	43	1.8%	No formal educational credential
41-2031	Retail Salespersons	56,700	58,518	1,818	3.2%	No formal educational credential
41-3011	Advertising Sales Agents	2,177	2,197	20	0.9%	High school diploma or equivalent
41-3021	Insurance Sales Agents	7,527	7,842	315	4.2%	High school diploma or equivalent
41-3031	Securities, Commodities, and Financial Services Sales Agents	7,579	7,812	233	3.1%	Bachelor's degree
41-3041	Travel Agents	1,156	1,166	10	0.9%	High school diploma or equivalent
41-3099	Sales Representatives, Services, All Other	17,591	18,083	492	2.8%	High school diploma or equivalent
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	5,527	5,600	73	1.3%	Bachelor's degree
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	23,652	23,923	271	1.1%	High school diploma or equivalent
41-9011	Demonstrators and Product Promoters	562	591	29	5.2%	High school diploma or equivalent
41-9012	Models	108	112	4	3.7%	No formal educational credential
41-9021	Real Estate Brokers	2,028	2,117	89	4.4%	High school diploma or equivalent
41-9022	Real Estate Sales Agents	6,197	6,455	258	4.2%	High school diploma or equivalent
41-9031	Sales Engineers	1,727	1,756	29	1.7%	Bachelor's degree
41-9041	Telemarketers	4,290	4,251	(39)	(0.9%)	No formal educational credential
41-9091	Door-to-Door Sales Workers, News and Street Vendors, and Related Workers	1,020	1,047	27	2.6%	No formal educational credential
41-9099	Sales and Related Workers, All Other	2,810	2,873	63	2.2%	High school diploma or equivalent
	Totals	202,668	207,904	5,236	2.6%	

Source: EMSI 2016.2 QCEW, Non-QCEW & Self-Employed Class of Worker

Though sales and related occupations are expected to grow more slowly than average, the reader should note that not everyone can be successful in a sales career, particularly in a 'commission only' earnings setting. However, if a person has the right set of skills, a career in sales can offer fulfillment and advancement in a variety of industries.

How can I learn more about sales and related career pathways?

Use the table below to access information on job descriptions, local wage information, training programs, credentials and apprenticeship opportunities. Simply click on each link for the information you need.

Occupation Information	Local Wage	Job Postings	Training Opportunities	Credentials	Apprenticeship Opportunities
First-Line Supervisors of Retail Sales Workers	Wage	Jobs	Training	Credential	Apprenticeship
First-Line Supervisors of Non-Retail Sales Workers	Wage	Jobs	Training	Credential	Apprenticeship
Cashiers	Wage	Jobs	Training	Credential	Apprenticeship
Gaming Change Persons and Booth Cashiers	Wage	Jobs	Training	Credential	Apprenticeship
Counter and Rental Clerks	Wage	Jobs	Training	Credential	Apprenticeship
Parts Salespersons	Wage	Jobs	Training	Credential	Apprenticeship
Retail Salespersons	Wage	Jobs	Training	Credential	Apprenticeship
Advertising Sales Agents	Wage	Jobs	Training	Credential	Apprenticeship
Insurance Sales Agents	Wage	Jobs	Training	Credential	Apprenticeship
Securities, Commodities, and Financial Services Sales Agents	Wage	Jobs	Training	Credential	Apprenticeship
Travel Agents	Wage	Jobs	Training	Credential	Apprenticeship
Sales Representatives, Services, All Other	Wage	Jobs	Training	Credential	Apprenticeship
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Wage	Jobs	Training	Credential	Apprenticeship
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Wage	Jobs	Training	Credential	Apprenticeship
Demonstrators and Product Promoters	Wage	Jobs	Training	Credential	Apprenticeship
Models	Wage	Jobs	Training	Credential	Apprenticeship

Occupation Information	Local Wage	Job Postings	Training Opportunities	Credentials	Apprenticeship Opportunities
Real Estate Brokers	Wage	Jobs	Training	Credential	Apprenticeship
Real Estate Sales Agents	Wage	Jobs	Training	Credential	Apprenticeship
Sales Engineers	Wage	Jobs	Training	Credential	Apprenticeship
Telemarketers	Wage	Jobs	Training	Credential	Apprenticeship
Door to Door Sales Workers, News and Street Vendors, and Related Workers	Wage	Jobs	Training	Credential	Apprenticeship
Sales and Related Workers, All Other	Wage	Jobs	Training	Credential	Apprenticeship