




## Sales Manager

### About

Sales managers direct organizations' sales teams. They set sales goals, analyze data, and develop training programs for organizations' sales representatives. Sales managers' responsibilities vary with the size of their organizations. However, most sales managers direct the distribution of goods and services by assigning sales territories, setting sales goals, and establishing training programs for the organization's sales representatives.

### Job Outlook and Salary



- Projected regional employment in 2024 is **7,894**
- The statewide projected average annual growth rate over the next five years is **1.46%** 
- The average annual wage is **\$149,658** (Seattle MSA)
- Hourly wages range from **\$50.06/HR** (25<sup>th</sup> percentile) to **\$84.01/HR** (75<sup>th</sup> percentile)

### Job Tasks



- Resolve customer complaints regarding sales and service
- Prepare budgets and approve expenditures
- Monitor customer preferences to determine the focus of sales efforts
- Analyze sales statistics
- Project sales and determine the profitability of products and services
- Determine discount rates or special pricing plans
- Develop plans to acquire new customers or clients through direct sales techniques, cold calling, and business-to-business marketing visits
- Assign sales territories and set sales quotas
- Plan and coordinate training programs for sales staff

### Education and Training



- Sales managers are typically required to have a **Bachelor's degree**, although some positions may only require a **high school diploma**. Courses in business law, management, economics, accounting, finance, mathematics, marketing, and statistics are advantageous.

### Work Schedule



- Most sales managers work full time, and they often have to work additional hours on evenings and weekends.

## Skills



- **Analytical skills.** Sales managers must collect and interpret complex data to target the most promising geographic areas and demographic groups and determine the most effective sales strategies.
- **Communication skills.** Sales managers need to work with colleagues and customers, so they must be able to communicate clearly.
- **Customer-service skills.** When helping to make a sale, sales managers must listen and respond to the customer’s needs.
- **Leadership skills.** Sales managers must be able to evaluate how their sales staff performs and must develop strategies for meeting sales goals.

## Technology



- **Customer relationship management CRM software:** Eden Sales Manager; HEAT Software Goldmine; Oracle Eloqua; Salesforce software
- **Database user interface and query software:** Airtable; Yardi software
- **Enterprise resource planning ERP software:** Microsoft Dynamics GP; NetSuite ERP
- **Business intelligence and data analysis software:** IBM Cognos Impromptu; MicroStrategy; Qlik Tech QlikView

## Education and Training Resources

The following regional education and training programs are examples of programs in the region that can help you obtain education and credentials to become a Sales Manager. Some programs may require additional preparation and completion of prerequisites.



County	Programs
King County	<ul style="list-style-type: none"> <li>• <b>Apprenti</b> (<a href="https://apprenticareers.org/locations/washington/">https://apprenticareers.org/locations/washington/</a>)</li> <li>• <b>Bellevue College</b> (<a href="https://www.bellevuecollege.edu/">https://www.bellevuecollege.edu/</a>)</li> <li>• <b>Central Washington University, Des Moines</b> (<a href="https://www.cwu.edu/des-moines/">https://www.cwu.edu/des-moines/</a>)</li> <li>• <b>City University of Seattle</b> (<a href="https://www.cityu.edu/">https://www.cityu.edu/</a>)</li> <li>• <b>General Assembly</b> (<a href="https://generalassemb.ly/browse">https://generalassemb.ly/browse</a>)</li> <li>• <b>Green River College</b> (<a href="https://www.greenriver.edu/">https://www.greenriver.edu/</a>)</li> <li>• <b>Highline College</b> (<a href="https://highline.edu">https://highline.edu</a>)</li> <li>• <b>Lake Washington Institute of Technology</b> (<a href="https://www.lwtech.edu/">https://www.lwtech.edu/</a>)</li> <li>• <b>Northeastern University Seattle</b> (<a href="https://seattle.northeastern.edu/">https://seattle.northeastern.edu/</a>)</li> <li>• <b>Northwest University</b> (<a href="https://www.northwestu.edu/">https://www.northwestu.edu/</a>)</li> <li>• <b>North Seattle College</b> (<a href="https://northseattle.edu/">https://northseattle.edu/</a>)</li> <li>• <b>Seattle Pacific University</b> (<a href="https://spu.edu/">https://spu.edu/</a>)</li> <li>• <b>Seattle University</b> (<a href="https://www.seattleu.edu/">https://www.seattleu.edu/</a>)</li> </ul>

	<ul style="list-style-type: none"> <li>• Shoreline Community College (<a href="https://shoreline.edu">https://shoreline.edu</a>)</li> <li>• TLG Learning Camp (<a href="https://career.tlglearning.com/">https://career.tlglearning.com/</a>)</li> <li>• University of Washington (<a href="https://www.washington.edu/">https://www.washington.edu/</a>)</li> <li>• University of Washington/Bothell (<a href="https://www.uwb.edu/">https://www.uwb.edu/</a>)</li> <li>• University of Washington Professional And Continuing Education (<a href="https://www.pce.uw.edu/">https://www.pce.uw.edu/</a>)</li> <li>• Western Governors University Seattle (<a href="https://www.wgu.edu/washington.html">https://www.wgu.edu/washington.html</a>)</li> </ul>
Kitsap County	<ul style="list-style-type: none"> <li>• Olympic College (<a href="https://www.olympic.edu/">https://www.olympic.edu/</a>)</li> <li>• UMass Global's campus (formerly Brandman University) (<a href="https://www.umassglobal.edu/">https://www.umassglobal.edu/</a>)</li> </ul>
Pierce County	<ul style="list-style-type: none"> <li>• Bates Technical College (<a href="https://www.batestech.edu/">https://www.batestech.edu/</a>)</li> <li>• Clover Park Technical College (<a href="https://www.cptc.edu/">https://www.cptc.edu/</a>)</li> <li>• Pierce College (<a href="https://www.pierce.ctc.edu/">https://www.pierce.ctc.edu/</a>)</li> <li>• Tacoma Community College (<a href="https://www.tacomacc.edu/">https://www.tacomacc.edu/</a>)</li> <li>• University of Washington Tacoma (<a href="https://www.tacoma.uw.edu/">https://www.tacoma.uw.edu/</a>)</li> <li>• University of Washington Tacoma Professional Development Center (<a href="https://www.tacoma.uw.edu/pdc">https://www.tacoma.uw.edu/pdc</a>)</li> </ul>
Snohomish County	<ul style="list-style-type: none"> <li>• Central Washington University, Lynwood (<a href="https://www.cwu.edu/lynnwood/">https://www.cwu.edu/lynnwood/</a>)</li> <li>• Edmonds College (<a href="https://www.edmonds.edu/">https://www.edmonds.edu/</a>)</li> <li>• Everett Community College (<a href="https://www.everettcc.edu/">https://www.everettcc.edu/</a>)</li> <li>• Western Washington University at Everett University Center (<a href="https://www.wvu.edu/everett">https://www.wvu.edu/everett</a>)</li> </ul>

## Resources to Scholarships and Assistance Programs

- Washington State Opportunity Scholarship: <https://www.waopportunitiescholarship.org/about/>
- Washington College Grant: <https://wsac.wa.gov/wcg>

## References

- 2021 Occupational Employment and Wage Estimates. (2021). Retrieved December 16, 2021 from <https://media.esd.wa.gov/esdwa/Default/ESDWAGOV/labor-market-info/Libraries/Occupational-reports/OES/2021-Occupational-employment-and-wage-estimates.pdf>
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- Sales Managers: Occupational Outlook Handbook: U.S. Bureau of Labor Statistics. (n.d.). Retrieved December 6, 2021, from <https://www.bls.gov/ooh/management/sales-managers.htm#tab-1>
- Washington Workforce Training and Education Coordinating Board. Retrieved January 25, 2022. *Washington Career Bridge*. Washington Career Bridge. <https://www.careerbridge.wa.gov/>