

GREEN JOB FACT SHEET

SALES REPRESENTATIVE

Sales representatives use their knowledge of company products, capabilities and services to connect with customers and generate sales for their employer.

THE BIG PICTURE

Sales representatives are responsible for pursuing new business opportunities while managing existing customer accounts. They work to:

- Develop sales pitches to sell products or services.
- Make cold calls to generate sales leads or take calls from customers.
- Maintain documentation of their sales, like invoices or client contracts.

IS THIS CAREER RIGHT FOR YOU?

DO YOU HAVE STRONG COMMUNICATION SKILLS? DO YOU ENJOY BUILDING RELATIONSHIPS WITH CUSTOMERS AND WORKING IN TEAMS? ARE YOU RESILIENT?

- Sales representatives effectively communicate a company's vision and strategy to current and prospective customers.
- Being a good researcher is an important trait for sales representatives. The sales team works to identify customers and learn enough about their needs to eventually close the sale, which may take time and resiliency.
- On a daily basis, sales representatives will input customer information and leads into a Customer Relationship Management (CRM) system.

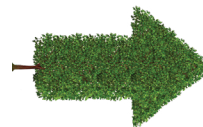
SALARY

Sales representatives usually work on a commission basis, meaning a combination of a fixed amount and a percentage for each sale they make. This means there's potential to make more money for people who want to earn more based on performance. The U.S. median annual salary is \$80,000 or \$38.46/hour.

FUTURE HIRING DEMAND

The corrugated sales representative role is experiencing positive growth, with rising salaries and increasing demand due to the booming e-commerce industry which heavily relies on packaging materials like corrugated boxes.

MOVING FORWARD



Aspiring sales representatives should:

- Earn an associate's or bachelor's degree.

CONSIDER A #CAREERINCORRUGATED

Responsible forest management is a cornerstone of the corrugated packaging industry. The wood and paper products industry plays an important role in forest preservation by growing and harvesting trees in sustainably managed forests.

For more about green jobs, visit
www.plt.org/workingforforests