

Real Estate Sales Agents

This information is designed for Real Estate Sales Agents affected by the decline in the mortgage industry in Southern California. It identifies and describes the current occupation, and profiles six related occupations that share many of the same skill requirements.

These profiles can be used to help:

- Prepare for job interviews and resume writing
- Help make training decisions
- Explore new career options in occupations that require many of the same skills

Each Occupation Profile contains the following information:

- Profile of current occupation, with local labor market information, tasks, and skills information.
- Profiles of the most closely-related occupations, based on the U.S. Department of Labor's *Occupational Information Network (O*NET)*.

Each information packet is designed to answer questions like “how much can I expect to earn on this job?” and “what’s the outlook for this type of work in the next ten years?” Statewide and Southern California counties are listed with outlook, wage, and training information. To view the outlook in other counties, go to the LaborMarketInfo Web site at www.labormarketinfo.edd.ca.gov and select the Data Library tab. Under “Data by Occupation,” select the metropolitan statistical area (MSA) of your choice to view the outlook for a selected occupation.

Labor Market Information Division
Workforce Service Branch
Employment Development Department



Real Estate Sales Agents, continued

Description

Real Estate Sales Agents rent, buy, or sell property for clients. They perform duties, such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Real Estate Sales Agents can represent buyers, sellers, or both.

Important Tasks

- Present purchase offers to sellers for consideration.
- Confer with escrow companies, lenders, home inspectors, and pest control operators to ensure that terms and conditions of purchase agreements are met before closing dates.
- Interview clients to determine what kinds of properties they are seeking.
- Prepare documents such as representation contracts, purchase agreements, closing statements, deeds and leases.
- Coordinate property closings, overseeing signing of documents and disbursement of funds.

2007 Average Wages*

	Hourly	Annual
California	\$33.28	\$69,210
Los Angeles-Long Beach-Glendale	\$32.38**	\$67,349**
Santa Ana-Anaheim-Irvine	\$32.13	\$66,825
Riverside-San Bernardino-Ontario	\$23.92	\$49,756
San Diego-Carlsbad-San Marcos	\$40.37**	\$83,979**
Oxnard-Thousand Oaks-Ventura	\$26.65	\$55,429

Source: EDD/LMID Occupational Employment Statistics Wage Survey, 2007

*Wages reported do not represent self-employed earnings. Commissions are included. ** EDD/LMID OES Survey, 2006.

Education and Training Requirements

Typical Education Level Required: Post-secondary vocational education. Occupations that require completion of vocational school training.

Real Estate Sales Agents must be licensed by the California Department of Real Estate (DRE). All license applicants must be high school graduates, at least 18 years of age, and pass an examination administered by the DRE.

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Clerical	Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Time Management	Managing one's own time and the time of others.
Negotiation	Bringing others together and trying to reconcile differences.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Near Vision	The ability to see details at close range (within a few feet of the observer).
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Work Activity	Description
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Performing for or Working Directly with the Public	Performing for people or dealing directly with the public. This includes serving customers in restaurants and stores, and receiving clients or guests.
Communicating with Persons Outside Organization	Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.

Related Occupation: Advertising Sales Agents

Description

Advertising Sales Agents sell or solicit advertising, including graphic art, advertising space in publications, custom made signs, or TV and radio advertising time. They may obtain leases for outdoor advertising sites or persuade retailer to use sales promotion display items.

Important Tasks

- Prepare and deliver sales presentations to new and existing customers to sell new advertising programs, and to protect and increase existing advertising.
- Explain to customers how specific types of advertising will help promote their products or services in the most effective way possible.
- Maintain assigned account bases while developing new accounts.
- Process all correspondence and paperwork related to accounts.
- Deliver advertising or illustration proofs to customers for approval.

2007 Average Wages*

	Hourly	Annual
California	\$28.94	\$60,209
Los Angeles-Long Beach-Glendale	\$28.85	\$60,016
Santa Ana-Anaheim-Irvine	\$29.64	\$61,660
Riverside-San Bernardino-Ontario	\$33.40	\$69,453
San Diego-Carlsbad-San Marcos	\$28.07	\$58,392
Oxnard-Thousand Oaks-Ventura	\$23.85	\$49,614

Source: EDD/LMID Occupational Employment Statistics Wage Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	19,700	22,300	2,600	13.2%	640
Los Angeles-Long Beach-Glendale	6,840	7,420	580	8.5%	191
Santa Ana-Anaheim-Irvine	2,300	2,590	290	12.6%	74
Riverside-San Bernardino-Ontario	1,000	1,200	200	20.0%	39
San Diego-Carlsbad-San Marcos	1,390	1,620	230	16.5%	50
Oxnard-Thousand Oaks-Ventura	530	600	70	13.2%	17

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Moderate-term on-the-job-training. Occupations in which workers can develop average job performance after 1 to 12 months of combined on-the-job experience and informal training.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "advertising" to find certification programs related to this occupation.

Advertising Sales Agents, continued

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Advertising and Related Services	12,750	33.2%
Newspaper, Book, & Directory Publishers	7,840	31.6%
Radio and Television Broadcasting	1,671	14.5%
Management & Technical Consulting Svcs.	21,586	1.0%
Specialized Design Services	12,743	0.9%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
English	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Time Management	Managing one's own time and the time of others.
Speaking	Talking to others to convey information effectively.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Written Expression	The ability to communicate information and ideas in writing so others will understand.
Work Activity	Description
Selling or Influencing Others	Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Communicating with Persons Outside Organization	Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.

Related Occupation: Executive Secretaries and Administrative Assistants

Description

Executive Secretaries and Administrative Assistants provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings.

Important Tasks

- Manage and maintain executives' schedules.
- Prepare invoices, reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database, or presentation software.
- Read and analyze incoming memos, submissions, and reports to determine their significance and plan their distribution.
- Open, sort, and distribute incoming correspondence, including faxes and email.
- File and retrieve corporate documents, records, and reports.

2007 Average Wages*

	Hourly	Annual
California	\$21.32	\$44,354
Los Angeles-Long Beach-Glendale	\$20.97	\$43,625
Santa Ana-Anaheim-Irvine	\$21.47	\$44,671
Riverside-San Bernardino-Ontario	\$18.89	\$39,287
San Diego-Carlsbad-San Marcos	\$20.57	\$42,795
Oxnard-Thousand Oaks-Ventura	\$20.78	\$43,215

Source: EDD/LMID Occupational Employment Statistics Wage Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	203,100	233,000	29,900	14.7%	6,880
Los Angeles-Long Beach-Glendale	59,460	64,170	4,710	7.9%	1,610
Santa Ana-Anaheim-Irvine	22,400	25,560	3,160	14.1%	745
Riverside-San Bernardino-Ontario	10,760	13,340	2,580	24.0%	464
San Diego-Carlsbad-San Marcos	18,580	20,790	2,210	11.9%	577
Oxnard-Thousand Oaks-Ventura	3,290	3,570	280	8.5%	91

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Moderate-term on-the-job-training. Occupations in which workers can develop average job performance after 1 to 12 months of combined on-the-job experience and informal training.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "management" or "secretaries" to find certification programs related to this occupation.

Executive Secretaries and Administrative Assistants, continued

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Colleges and Universities	1,466	5.6%
Elementary and Secondary Schools	16,247	4.5%
Employment Services	7,273	4.1%
Management of Companies and Enterprises	530	3.9%
Management & Technical Consulting Svc	21,586	2.9%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Clerical	Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Reading Comprehension	Understanding written sentences and paragraphs in work-related documents.
Time Management	Managing one's own time and the time of others.
Ability	Description
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Written Comprehension	The ability to read and understand information and ideas presented in writing.
Written Expression	The ability to communicate information and ideas in writing so others will understand.
Work Activity	Description
Performing Administrative Activities	Performing day-to-day administrative tasks such as maintaining information files and processing paperwork.
Interacting With Computers	Using computers and computer systems (incl. hardware and software) to program, write software, set up functions, enter data, or process information.
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.

Related Occupation: Insurance Sales Agents

Description

Insurance Sales Agents sell life, property, casualty, health, automotive, or other types of insurance. They may refer clients to independent brokers, work as independent broker, or be employed by an insurance company.

Important Tasks

- Call on policyholders to deliver and explain policy, to analyze insurance program and suggest additions or changes, or to change beneficiaries.
- Calculate premiums and establish payment method.
- Customize insurance programs to suit individual customers, often covering a variety of risks.
- Sell various types of insurance policies to businesses and individuals on behalf of insurance companies, including automobile, fire, life, property, medical and dental insurance or specialized policies such as marine, farm/crop, and medical malpractice.
- Interview prospective clients to obtain data about their financial resources and needs, the physical condition of the person or property to be insured, and to discuss any existing coverage.

2007 Average Wages*

	Hourly	Annual
California	\$34.27	\$71,280
Los Angeles-Long Beach-Glendale	\$34.09	\$70,894
Santa Ana-Anaheim-Irvine	\$31.80	\$66,155
Riverside-San Bernardino-Ontario	\$26.60	\$55,317
San Diego-Carlsbad-San Marcos	\$33.43	\$69,535
Oxnard-Thousand Oaks-Ventura	\$40.59	\$84,432

Source: EDD/LMID Occupational Employment Statistics Wage Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	35,700	38,200	2,500	7.0%	1,100
Los Angeles-Long Beach-Glendale	9,950	9,020	-930	-9.3%	238
Santa Ana-Anaheim-Irvine	4,930	5,270	340	6.9%	152
Riverside-San Bernardino-Ontario	2,610	2,840	230	8.8%	86
San Diego-Carlsbad-San Marcos	3,980	4,230	250	6.3%	120
Oxnard-Thousand Oaks-Ventura	550	600	50	9.1%	18

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Bachelor's degree. Occupations that require the completion of at least four but not more than five years of full-time academic study beyond high school resulting in a Bachelor's degree.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "insurance" to find certification programs that may be related to this occupation.

Insurance Sales Agents, continued

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Insurance Agencies, Brokerages & Support	27,118	55.3%
Insurance Carriers	3,625	17.0%
Employment Services	7,273	0.5%
Management of Companies and Enterprises	530	0.3%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
English	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Speaking	Talking to others to convey information effectively.
Time Management	Managing one's own time and the time of others.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Written Comprehension	The ability to read and understand information and ideas presented in writing.
Work Activity	Description
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.
Making Decisions and Solving Problems	Analyzing information and evaluating results to choose the best solution and solve problems.

Related Occupation: Property and Real Estate Managers

Description

These workers plan, direct, or coordinate selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties.

Important Tasks

- Meet with prospective tenants to show properties, explain terms of occupancy, and provide information about local areas.
- Direct collection of monthly assessments, rental fees, and deposits and payment of insurance premiums, mortgage, taxes, and incurred operating expenses.
- Inspect grounds, facilities, and equipment routinely to determine necessity of repairs or maintenance.
- Investigate complaints, disturbances and violations, and resolve problems, following management rules and regulations.
- Plan, schedule, and coordinate general maintenance, major repairs, and remodeling or construction projects for commercial or residential properties.

2007 Average Wages*

	Hourly	Annual
California	\$22.09	\$45,947
Los Angeles-Long Beach-Glendale	\$20.63	\$42,904
Santa Ana-Anaheim-Irvine	\$22.86	\$47,545
Riverside-San Bernardino-Ontario	\$20.52	\$42,689
San Diego-Carlsbad-San Marcos	\$21.37	\$44,441
Oxnard-Thousand Oaks-Ventura	\$21.84	\$45,435

Source: EDD/LMID Occupational Employment Statistics Wage Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	80,900	90,500	9,600	11.9%	2,470
Los Angeles-Long Beach-Glendale	25,940	29,370	3,430	13.2%	827
Santa Ana-Anaheim-Irvine	11,980	13,650	1,670	13.9%	391
Riverside-San Bernardino-Ontario	3,130	3,740	610	19.5%	119
San Diego-Carlsbad-San Marcos	10,580	11,380	800	7.6%	278
Oxnard-Thousand Oaks-Ventura	720	780	60	8.3%	20

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Bachelor's degree. Occupations that require the completion of at least four but not more than five years of full-time academic study beyond high school resulting in a Bachelor's degree.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "property" to find certification programs related to this occupation.

Property and Real Estate Managers, continued

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Activities Related to Real Estate	6,962	22.9%
Lessors of Real Estate	23,552	11.9%
Offices of Real Estate Agents & Brokers	42,751	5.3%
Land Subdivision	3,533	1.3%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Administration and Management	Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Critical Thinking	Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
Time Management	Managing one's own time and the time of others.
Ability	Description
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Written Comprehension	The ability to read and understand information and ideas presented in writing.
Work Activity	Description
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Performing Administrative Activities	Performing day-to-day administrative tasks such as maintaining information files and processing paperwork.
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.

Related Occupation:
Sales Representatives, Wholesale and Manufacturing
(except Technical and Scientific Products)

Description

Sales Representatives sell goods for wholesalers or manufacturers to businesses or groups of individuals. Their work requires substantial knowledge of items sold.

Important Tasks

- Answer customers' questions about products, prices, availability, product uses, and credit terms.
- Recommend products to customers, based on customers' needs and interests.
- Contact regular and prospective customers to demonstrate products, explain product features, and solicit orders.
- Estimate or quote prices, credit or contract terms, warranties, and delivery dates.
- Consult with clients after sales or contract signings in order to resolve problems and to provide ongoing support.

2007 Average Wages*

	Hourly	Annual
California	\$29.60	\$61,558
Los Angeles-Long Beach-Glendale	\$27.80	\$57,814
Santa Ana-Anaheim-Irvine	\$31.43	\$65,374
Riverside-San Bernardino-Ontario	\$29.12	\$60,584
San Diego-Carlsbad-San Marcos	\$30.13	\$62,664
Oxnard-Thousand Oaks-Ventura	\$28.12	\$58,483

Source: EDD/LMID Occupational Employment Statistics Wage Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	148,000	178,500	30,500	20.6%	6,940
Los Angeles-Long Beach-Glendale	47,210	53,360	6,150	13.0%	1,855
Santa Ana-Anaheim-Irvine	17,350	21,040	3,690	21.3%	825
Riverside-San Bernardino-Ontario	9,000	12,290	3,290	36.6%	565
San Diego-Carlsbad-San Marcos	10,380	11,990	1,610	15.5%	433
Oxnard-Thousand Oaks-Ventura	3,280	3,780	500	15.2%	136

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Moderate-Term On-the-Job Training. Occupations in which workers can develop average job performance after 1 to 12 months of combined on-the-job experience and informal training.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "sales" or "wholesale" to find certification programs related to this occupation.

**Sales Representatives, Wholesale and Manufacturing
(except Technical and Scientific Products), continued**

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Electronic Markets and Agents/Brokers	3,443	11.7%
Grocery Product Merchant Wholesalers	6,951	6.0%
Machinery & Supply Merchant Wholesalers	11,528	5.6%
Misc. Nondurable Goods Merchant Wholesale	5,310	4.4%
Computer Systems Design and Related Svcs.	8,007	4.2%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
Mathematics	Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.
Skill	Description
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Speaking	Talking to others to convey information effectively.
Time Management	Managing one's own time and the time of others.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Speech Clarity	The ability to speak clearly so others can understand you.
Work Activity	Description
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.
Getting Information	Observing, receiving, and otherwise obtaining information from all relevant sources.
Selling or Influencing Others	Convincing others to buy merchandise/goods or to otherwise change their minds or actions.

Related Occupation:
Sales Representatives, Wholesale and Manufacturing
(Technical and Scientific Products)

Description

Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least two years of post-secondary education.

Important Tasks

- Contact new and existing customers to discuss their needs, and to explain how these needs could be met by specific products and services.
- Answer customers' questions about products, prices, availability, product uses, and credit terms.
- Quote prices, credit terms and other bid specifications.
- Emphasize product features based on analyses of customers' needs, and on technical knowledge of product capabilities and limitations.
- Negotiate prices and terms of sales and service agreements.

2007 Average Wages*

	Hourly	Annual
California	\$37.80	\$78,627
Los Angeles-Long Beach-Glendale	\$31.57	\$65,678
Santa Ana-Anaheim-Irvine	\$38.91	\$80,931
Riverside-San Bernardino-Ontario	\$36.44	\$75,796
San Diego-Carlsbad-San Marcos	\$37.09	\$77,146
Oxnard-Thousand Oaks-Ventura	\$40.65	\$84,554

Source: EDD/LMID Occupational Employment Statistics Wage Survey, 2007

* Wages reported do not represent self-employed earnings.

Projections of Employment

	Est. # of Workers (2004 – 2014)		Numeric Change	Percent Change	Average Annual Openings
California	47,600	55,900	8,300	17.4%	2,080
Los Angeles-Long Beach-Glendale	8,320	8,990	670	8.1%	286
Santa Ana-Anaheim-Irvine	5,800	6,930	1,130	19.5%	265
Riverside-San Bernardino-Ontario	1,930	2,610	680	35.2%	119
San Diego-Carlsbad-San Marcos	2,980	3,470	490	16.4%	127
Oxnard-Thousand Oaks-Ventura	810	920	110	13.6%	32

Source: EDD/LMID Projections of Employment by Occupation

Education and Training Requirements

Typical Education Level: Moderate-Term On-the-Job Training. Occupations in which workers can develop average job performance after 1 to 12 months of combined on-the-job experience and informal training.

Certifications: Link to America's Career InfoNet's Certification Finder at www.careerinfonet.org and type in the keyword "sales" or "wholesale" to find certification programs related to this occupation.

**Sales Representatives, Wholesale and Manufacturing
(Technical and Scientific Products), continued**

Top Industries that Employ this Occupation

Industry Title	Number of Employers in California	Percent of Total Employment for Occupation in California
Commercial Goods Merchant Wholesalers	8,007	16.1%
Electronic Markets and Agents/Brokers	3,443	9.6%
Electric Goods Merchant Wholesalers	8,826	8.8%
Computer Systems Design and Related Svcs.	10,628	8.2%

Important Knowledge, Skills, Abilities, and Work Activities

Knowledge	Description
Sales and Marketing	Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
Customer and Personal Service	Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
English Language	Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
Skill	Description
Speaking	Talking to others to convey information effectively.
Persuasion	Persuading others to change their minds or behavior.
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
Ability	Description
Oral Expression	The ability to communicate information and ideas in speaking so others will understand.
Oral Comprehension	The ability to listen to and understand information and ideas presented through spoken words and sentences.
Speech Clarity	The ability to speak clearly so others can understand you.
Work Activity	Description
Selling or Influencing Others	Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
Establishing and Maintaining Interpersonal Relationships	Developing constructive and cooperative working relationships with others, and maintaining them over time.
Communicating with Persons Outside Organization	Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.