

Why work in Sales?

There are a number of strong reasons why a career in the Sales industry should be a serious consideration. First, every company that has a product or provides a service needs sales people to take it to market and as long as companies strive to remain competitive, there will always be jobs available for good quality sales people.

Second, how much you can earn is determined by how good you are at selling. Salaries are typically made up of a basic rate of pay plus on-target earnings achieved by hitting targets on an individual or team basis, with some successful sales people able to earn double or more of their salary in bonuses.

And third, promotion is based on results and it is not uncommon for good sales executives to find themselves moving into management positions quicker than they would in another industry sector.

What qualifications do I need?

Although the sales industry attracts people from all educational backgrounds, most recruiters look for a standard level of academic achievement – four GCSEs grades A–C or equivalent.

However, there has been a growing trend in recent years for employers to ask for graduates with a 2:1 or above, especially for technical sales roles in a related subject, such as computing, engineering and IT. Similarly, science graduates are hot property for pharmaceutical sales.

Whilst those with a degree in languages are employed by companies who operate on an international level and need sales people to liaise with customers whose mother tongue is not English.

What makes a good Sales CV?

- ✓ Achievement statements that show you can do what you claim
- ✓ Proving your ability to hit targets and showing revenue
- ✓ Demonstrating negotiation and communication skills
- ✓ Listing any records, achievements or commendations achieved in roles
- ✓ Sharing any reputable key clients you have worked with

Progression example:

Business Manager



Team Manager



Sales Executive

Is Sales right for me?

Sales could be your calling if you have:

- ✓ A high degree of self-motivation
- ✓ A confident and outgoing personality
- ✓ A knack for negotiation
- ✓ A little entrepreneurial spirit



Phone based starting salary

£15,000*



Phone based highest earners

£30,000*



Field based starting salary

£25,000*



Field based highest earners

£60,000*

Why work in Marketing?

Marketing is an exciting and fast paced industry that's always changing. It requires creativity and analytical skills and the ability to persuade and affect decisions.

There are two main areas for marketers: the client side and the agency side. The client side involves working in the marketing department of a business, non-profit organisation or public sector department. Agency work means working for a business (agency) that provides advertising and marketing services to other businesses.

Is Marketing right for me?

Whilst there are many different specialisms of Marketing, traits of an all-round great marketer include:

- ✔ A creative mind that is able to invent new ways to promote products and brands
- ✔ A collaborative people person who can get in the minds of the customer and brainstorm and develop ideas
- ✔ An analytical thinker who is able to evaluate and react
- ✔ A tech savvy individual who can keep up with current trends

What qualifications do I need?

Entry level qualifications for marketers vary from role to role but companies typically prefer a candidate with a degree related discipline or Chartered Institute of Marketing qualification.

However, a career in Marketing is not exclusive to those with an academic background and many entrants have spent their careers to date working in the related fields of sales or advertising – areas in which academic attainment is secondary to experience and industry knowledge. So not having a specific degree or diploma isn't always a necessity.

What makes a good Marketing CV?

- ✔ Target and achievement driven
- ✔ Linking achievements to job requirements
- ✔ Attention grabbing headline
- ✔ Clean and simple design

Roles include:

- ✔ Marketing Executive
- ✔ Digital Marketing Manager
- ✔ PR Executive
- ✔ Product Manager
- ✔ SEO Specialist
- ✔ PPC Specialist
- ✔ Insight Manager

Progression example:

Marketing Director



Marketing Manager



Marketing Executive



Marketing Assistant



Average starting salary

£18,000*



Highest earners

£80,000*