

Sales and Customer Service

13-04 State of the Sector Lesson

PARKVIEW EDUCATION

Virtual Workplace Experience (VWE) II

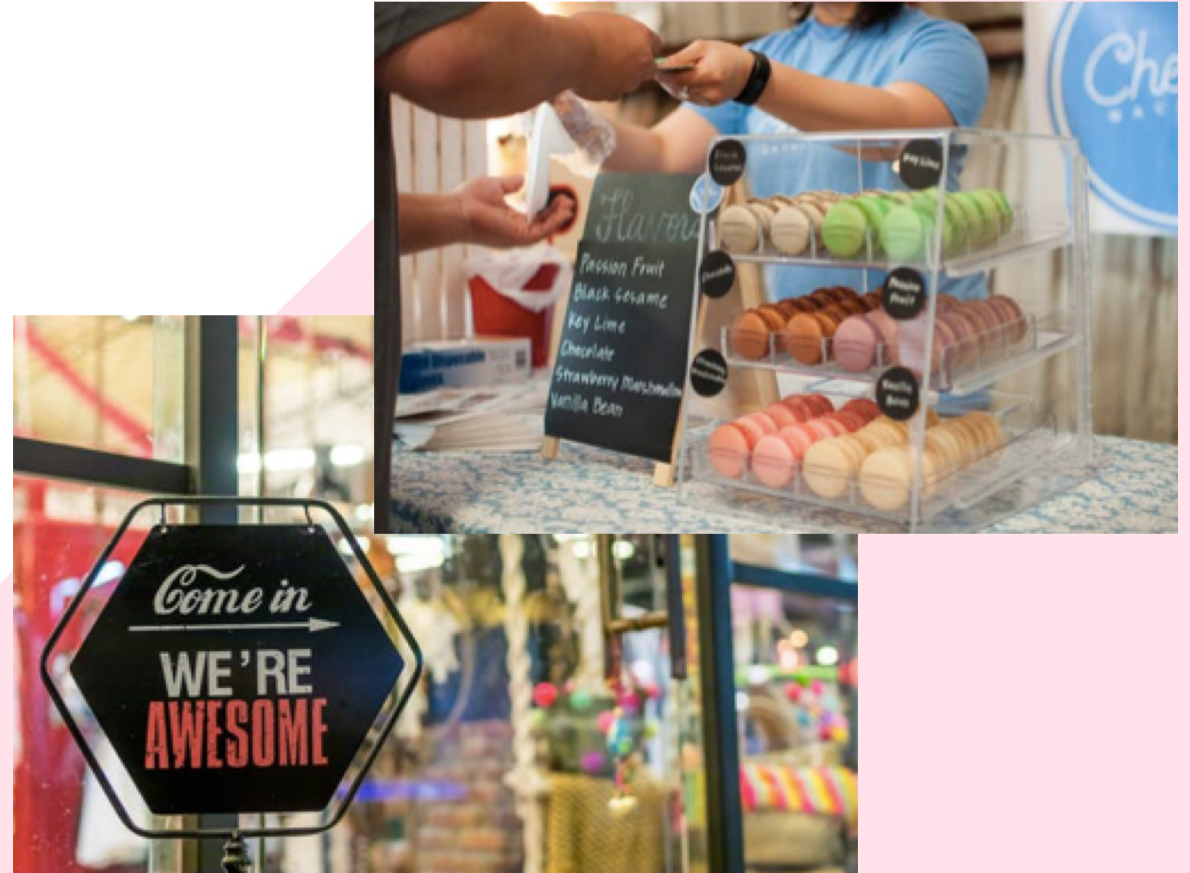
- *Louisiana Career Awareness:* The VWE II provides students the opportunity to explore careers in Louisiana's high-demand industry sectors.
- *Project-Based Learning:* VWE II emphasizes student-selected project-based learning. Meaning, you get to pick your own projects and conduct your own research.
- *Micro-Industry Engagement:* VWE II offers you various opportunities to engage with unfamiliar workplace adults who work in high-wage, high-demand industry sectors. These mentor engagement projects will be among your most treasured high school memories!

Louisiana High-Demand Industry Sectors

- Healthcare and Pharmacy
- Construction Crafts / Skilled Trades
- Information Technology
- Automotive Service and Repair
- Culinary
- Advanced Manufacturing
- Transportation, Trade and Logistics
- Business Management and Finance
- Sales and Customer Service

Sales and Customer Service

- Selling is the operations and activities involved in marketing, promoting and selling goods and services. This includes setting a price and then selling to consumers.
- Customer service is the support you offer customers to ensure they have an easy and enjoyable experience using your product or service.



Louisiana Sales and Customer Service Pathways

The following are statewide sales and customer service certifications, when offered by the school/district, students can earn while in high school.

Jump Start Pathways	Starting Salary
Micro Enterprise Credential	\$16,000 - \$35,000
Web Design Professional	\$16,000 - \$53,000

Information obtained from Louisiana Department of Education at <https://www.louisianabelieves.com/resources/library/jump-start-graduation-pathways>

Sample Entry Level Sales and Customer Service Jobs

Entry level jobs do not necessarily require a high school diploma. These jobs are a great way to begin gaining skills necessary for future success.

Entry Level High-Demand Positions	2017 Employment	Annual Wage
Demonstrators and Product Promoters	420	\$27,310
Retail Salespeople	59,480	\$24,860
Cashiers	70,510	\$19,080

Information obtained from United States Bureau of Labor Statistics at https://www.bls.gov/oes/current/oes_la.htm#49-0000

Sample Middle Skill Marketing and Sales Jobs

Middle skill jobs generally require some education beyond high school, but less than a bachelor's degree. Training can include associate's degrees and/or vocational certificates.

Middle Skill High-Demand Positions	2017 Employment	Annual Wage
Marketing Research Analysts	2,610	\$50,460
First-line Supervisor of Retail Salespeople	21,030	\$36,490
Sales Representative of Wholesale and Manufacturing Products (non-scientific)	22,440	\$58,780

Information obtained from United States Bureau of Labor Statistics at https://www.bls.gov/oes/current/oes_la.htm#49-0000

Is Sales the right field for you?

Below are some notes to consider when thinking about a career in sales:

- Good salespeople think outside the box. Do you bring fresh perspectives to friends and family?
- Do you have a contagious sense of enthusiasm and life in all you do? If so, sales may be a good fit for you.
- You will likely experience rejection. Do you have steely nerves that can handle being turned down?
- Consider the product or company where you might work. Are you passionate and excited by their products/services? This will keep you motivated.
- The best salespeople act with integrity. Trust and honesty will bring your customers back again and again.

Take this quiz from The Balance Careers to see if a career in sales is right for you! -
<https://www.thebalancecareers.com/should-i-become-a-sales-representative-4100310>