

SALES

Sales refers to the exchange of a product, commodity, service or delivery for money. It involves helping prospective clients or customers by listening to them and understanding their needs to find them what they're looking for. Rather than persuading someone to purchase something, selling is focused on meeting the needs of the customer objectively.

“AI is playing an important role in sales today. For example, AI lead generation instantly sifts through key data points about potential leads, including industry, job titles, demographics, networks, and market trends. Then, it shows you the leads who are most likely to buy, increasing your chances of conversion.”

– Source: [Embracing AI in sales: Revolutionizing strategies and efficiency.](#)

How to Future-Proof a Sales Career

- Learn to use AI tools for prospecting, personalization at scale & forecasting
- Strengthen emotional intelligence (Trust, nuance, relationship building)
- Develop industry-specific knowledge
- Master discovery, negotiation, and storytelling
- Use AI for prep/coaching, not replacement

Representative Industry Occupations

Occupation	Salary Range	Level	Soft Skills
Inside Sales Representative	\$ 30-40 / hour	Entry/Mid-level	Strong communication skills; self-motivated; fast learner
Outside Sales Representative	\$ 30-55 / hour	Entry/Mid-level	Comfortable working alone; able to manage a flexible schedule; autonomy
Sales Development Rep (SDR)	\$ 33-43 / hour	Entry/Mid-level	Comfortable talking on the phone; excellent written & verbal communication
Account Executive	\$ 57-70 / hour	Mid-level	Strong interpersonal skills; resiliency; calm in high-stress situations
Sales Manager	\$ 58-79 / hour	Mid-level	Enjoy managing people & budgets; able to strategize for team



Why consider a sales career?
 Defined career path, potential for high pay, growth opportunities, and ability to transition between industries.

Pay = salary + commission (goals and quotas)
 Work requires variety & flexibility

INDUSTRY IN THE SAN FRANCISCO BAY AREA

Industries Employing Sales Occupations

Advertising	Manufacturing
Consumer packaged goods	Medical devices
Enterprise software	Pharmaceuticals
Financial services	Real estate
Insurance	Technology

The most successful salespeople don't behave like sales-people at all. Instead, they partner with their business customers, listening for real problems an organization is having and then offering targeted solutions.

Training

Certificates / Professional Training

- AI for Sales
- Digital Marketing & e-Commerce Professional
- Miscellaneous Sales / Business Development Skills
- Real Estate Sales
- Social Media Marketing Professional

Key Sales Skills

- | | |
|---------------------------------------|--------------------------|
| Active listening | Negotiating |
| Communication | Presentation & reporting |
| Contract writing | Prospecting |
| Detail oriented | Research |
| Follow up | Social selling |
| Handling objections and/or rejections | Storytelling |

Resources

Associations / Organizations

- American Association of Inside Sales Professionals (AA-ISP)
<https://www.aa-isp.org/>
- National Association of Sales Professionals (NASP)
<https://www.nasp.com/>
- National Business Development Association
<https://nbda.co/>
- National Sales Network
<https://www.salesnetwork.org/>
- Sales Management Association
<https://salesmanagement.org/>

Staffing Firms

- Adecco: <https://adeccousa.com>
- Aerotek: <https://aerotek.com>
- AppleOne: <https://appleone.com>
- Experis/Manpower: <https://experisjobs.us>
- Kelly Services: <https://kellyservices.com>
- Randstad: <https://www.randstadusa.com>
- Robert Half: <https://roberthalf.com>
- Volt Services Group: <https://volt.com>
- West Valley Staffing: <https://westvalley.com>

