



Sales and Related Occupations

41-1012 First-Line Supervisors of Non-Retail Sales Workers
41-4012 Sales Representatives, Wholesale and Manufacturing,
Except Technical and Scientific Products

Visit https://www.bls.gov/soc/major_groups.htm for more information.

Emsi Q1 2017 Data Set

March 2017

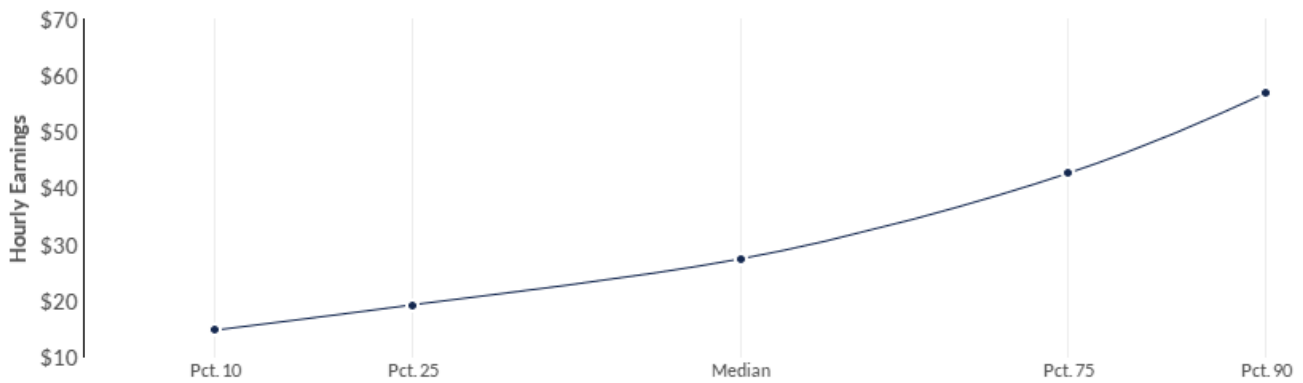
Sonoma County Economic Development Board



Percentile Earnings

Presented below are the salary ranges for the occupations included in this report. In general, the 25th percentile earnings represent the wage one might expect to receive at an entry level position for a given occupation if they have the appropriate skills, training, and certifications. Wage growth could be expected to follow the path depicted in the graph as the employee successfully completes job training and gains experience in the occupation. A more detailed explanation of percentile earnings can be found here: <https://admin.utep.edu/Default.aspx?tabid=6726>

<p>\$19.22/hr</p> <p>25th Percentile Earnings</p>	<p>\$27.39/hr</p> <p>Median Earnings</p>	<p>\$42.64/hr</p> <p>75th Percentile Earnings</p>
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	\$22.70	\$28.24	\$40.30
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	\$18.69	\$27.26	\$42.99

Occupation Age Breakdown



Age	2016 Jobs	2016 Percent
14-18	4	0.2%
19-24	101	4.1%
25-34	546	22.0%
35-44	582	23.4%
45-54	618	24.9%
55-64	469	18.9%
65+	162	6.5%

Industries Employing Sales and Related Occupations

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Wineries	312	12.6%	4.4%
Wine and Distilled Alcoholic Beverage Merchant Wholesalers	294	11.8%	28.1%
Wholesale Trade Agents and Brokers	208	8.4%	28.4%
Beer and Ale Merchant Wholesalers	70	2.8%	27.9%
Electrical Apparatus and Equipment, Wiring Supplies, and Related Equipment Merchant Wholesalers	68	2.8%	17.0%

Most Relevant Hard Skills

Skill	Skill
Account Development	Point Of Sale
Quotations	Client Rapport
Bidding	Subtraction
Business Marketing	Removals
Distributors	Interpersonal Communications
Showrooms	Consultative Selling
Sales Tax	Demos
Calculations	Displaying (Exhibition)
Wholesaling	Business To Business
Upselling	Deposit Accounts
Sales Territory	Management Training
Sales Training	Training And Development
Product Information Management	Marketing Strategies
Telemarketing	Market Share
Cold Calling	Project Commissioning
Sales Management	Flexible Spending Account
Roofing	Apple iPhone
Macintosh Computers	Distribution (Business)
Apple iPad	Customer Service
Franchising	
Sales	
Direct Selling	
Selling Techniques	
Sales Process	
Regional Sales	
Account Management	

Most Relevant Soft Skills

Skill

Persistence

Creative Problem-Solving

Persuasive Communication

Listening

Ethics

Learning

Leadership

Leading

Coordinating

Scheduling (Project Management)

Top Companies Posting

Jan. 2017 - Feb. 2017

Company	Total/Unique Postings	Company	Total/Unique Postings
Mac Tools Earl French	84 / 16	The First American Corporation	31 / 4
Red Bull North America, Inc.	23 / 10	Valeant Pharmaceuticals International	15 / 4
Cintas Corporation	72 / 8	Allied Building Products Corp.	12 / 3
Ross Dress For Less	62 / 8	AmeriGas Partners, L.P.	14 / 3
Young's Market Company, LLC	51 / 8	CDK Global, Inc.	24 / 3
24 Hour Fitness Worldwide, Inc.	12 / 6	CNO Financial Corp	7 / 3
Lithia Motors, Inc.	15 / 6	Clean Harbors Environmental Services, Inc.	9 / 3
Oracle Corporation	382 / 6	DENTSPLY International Inc.	7 / 3
Southern Wine & Spirits of America, Inc.	18 / 6	Dr Pepper Snapple Group, Inc.	13 / 3
24 Hour Fitness Usa, Inc.	31 / 5	Flowers Foods, Inc.	13 / 3
Access International Company	10 / 5	HD Supply, Inc.	18 / 3
Deluxe Corporation	31 / 5	HI Line Roofing Company	15 / 3
Fastenal Company	24 / 5	Klingspor Abrasives, Inc.	30 / 3
Les Schwab Tire Centers	10 / 5	Ross Stores, Inc.	7 / 3
The ServiceMaster Company	13 / 5	Terminix International Company L P	55 / 3
The Sherwin- Williams Company	12 / 5	United Natural Foods, Inc.	7 / 3
7- Eleven, Inc.	17 / 4	3 Day Blinds, Inc.	10 / 2
A Wireless	31 / 4	Alere Medical, Inc.	13 / 2
Advance America, Cash Advance Centers, Inc.	44 / 4	AlSCO, Inc.	26 / 2
Empire Today, LLC	57 / 4	Bausch & Lomb Incorporated	4 / 2
Enterprise Rent- A- Car Company	33 / 4	Calix	6 / 2
Pacific Supply	23 / 4	Cross Check, Inc.	4 / 2
Prosource Wholesale Floor Covering	23 / 4	E. & J. Gallo Winery	4 / 2
Snap- on Incorporated	25 / 4	Express-1 Expedited Solutions, Inc.	5 / 2

Appendix A - Data Sources and Calculations

The Sonoma County Economic Development Board (EDB) prepares custom EDB Job Market Tracker Reports to provide insights into current workforce demands of the local economy by analyzing online job posting data and historical job data. Data used to inform the development of this report was collected by the EDB from the data provider Economic Modeling Specialists, Inc. (Emsi), a labor market database that compiles job postings from national, public, and corporate sources. If you have any questions, please contact the EDB at 707-565-7170.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

CareerBuilder/Emsi Job Postings

Job postings are collected from various sources and processed/enriched by Careerbuilder to provide information such as standardized company name, occupation, skills, and geography. Emsi performs additional filtering and processing to improve compatibility with Emsi data.

State Data Sources

This report uses state data from the following agencies: California EDD Labor Market Information Division