

SALES ASSISTANT

- ALSO KNOWN AS:
- MANUFACTURING SALES REPRESENTATIVE
 - INDUSTRIAL SALES ASSOCIATE
 - PRODUCT SALES SPECIALIST
 - TECHNICAL SALES SUPPORT
 - ASSISTANT BUSINESS DEVELOPMENT OFFICER
 - BUSINESS DEVELOPMENT OFFICER

BLEND TECHNICAL KNOW-HOW WITH PERSUASIVE CHARM.

Transform complex specifications into compelling sales pitches. Sales Assistants in manufacturing are the vital link between cutting-edge products and discerning customers. For those with a passion for both technology and people, this role offers a unique opportunity to shape the future of industry while building a rewarding career in the dynamic world of manufacturing sales.

KEY SKILLS

Skills which may benefit anyone considering a job as a sales assistant include:

- ✔ Market awareness
- ✔ Persuasive communication
- ✔ Problem solving
- ✔ Relationship-building
- ✔ Technical comprehension

CAREER PROGRESSION

In this role, you may have the opportunity to progress to other positions. Career progression opportunities include:

- Team Leader
- Business Development Manager
- Marketing and Communication Manager
- Chief Operating Officer

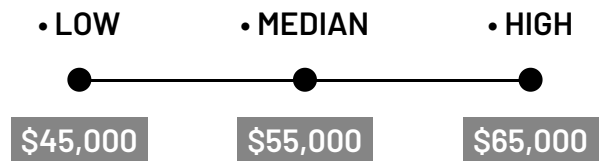
VALUES & ATTRIBUTES

Values and attributes of anyone considering a job as a sales assistant include:

- ✔ Initiative
- ✔ Adaptable
- ✔ Integrity
- ✔ Customer-focus
- ✔ Persistence
- ✔ Enterprising – “Persuader”

SALARY EXPECTATION

The expected salary for a Sales Assistant can vary across different areas of manufacturing and may vary as you become more experienced.



RELATED INDUSTRIES

- ▶ Aerospace and Defence
- ▶ Chemicals, Hydrocarbons and Refining
- ▶ Food and Beverage
- ▶ Furniture and Other Products
- ▶ General Manufacturing and Engineering
- ▶ Meat and Seafood Processing
- ▶ Pharmaceutical and Medical Technology
- ▶ Polymers, Plastic and Rubber
- ▶ Printing and Graphic arts
- ▶ Pulp, Paper and Packaging
- ▶ Renewables
- ▶ Textiles, Clothing and Footwear
- ▶ Timber and Wood
- ▶ Transport Equipment and Machinery

RECOMMENDED SCHOOL SUBJECTS

- Business
- Economics

CORE SCHOOL SUBJECTS

- Essential Mathematics
- Essential English
- Design and Technologies (7-10)

JOB OVERVIEW

Sales Assistants in the manufacturing sector play a crucial role in promoting and selling products, machinery, and equipment to businesses and organisations. They act as the face of the company, representing not just products, but also the innovative solutions that drive modern manufacturing forward. Their work directly impacts the success of their employer and contributes to the growth and efficiency of various industries that rely on manufacturing equipment and supplies.

These professionals use a range of tools in their daily work, from customer relationship management (CRM) software to product demonstration equipment. They need to be adept at understanding and explaining technical specifications, while also possessing strong interpersonal and communication skills. A solid grasp of manufacturing processes, industry trends, and competitor offerings is essential for success in this role.

A typical day for a Manufacturing Sales Assistant might involve researching potential clients, preparing sales presentations, conducting product demonstrations, responding to customer inquiries, and collaborating with the production team to address client needs. They often travel to client sites, attend trade shows, and work closely with engineers and product developers to stay updated on the latest innovations. Their role is pivotal in bridging the gap between manufacturers and end-users, ensuring that products meet market demands and contribute to the overall growth of the manufacturing sector.

WHAT WILL YOU DO?

Your role may include duties as follows:

1. Identify and pursue sales opportunities for manufacturing products and equipment
2. Conduct product demonstrations and explain technical specifications to potential clients
3. Collaborate with engineering and production teams to address customer requirements
4. Maintain relationships with existing clients and provide after-sales support
5. Stay updated on industry trends and competitor offerings to inform sales strategies

HOW TO BECOME A SALES ASSISTANT

Becoming a Sales Assistant in manufacturing typically requires a combination of education and experience in both sales and technical fields. While formal qualifications aren't always mandatory, they can significantly enhance your prospects in this competitive field. Here are some steps to become a Sales Assistant in manufacturing:

1. Complete Year 12 or equivalent education, with a focus on business and technical subjects
2. Gain experience in customer service or entry-level sales roles
3. Consider completing a Certificate III in Business Sales or a related field
4. Develop knowledge of manufacturing processes and industrial products
5. Apply for junior sales positions in manufacturing companies and be prepared to start in a support role

VOCATIONAL EDUCATION & TRAINING

Vocational education and training can provide valuable skills and knowledge for a career in manufacturing sales. Here are some relevant qualifications:

- Certificate III in Business (Customer Engagement)(BSB30120)
- Certificate III in Business to Business Sales (SIR30316)

For those looking to advance into leadership roles or specialise further:

- Diploma of Leadership and Management (BSB50420)
- Advanced Diploma of Business (BSB60120)

UNIVERSITY & HIGHER EDUCATION

While not mandatory, a university degree can be advantageous for career progression in manufacturing sales, especially for those aiming for senior roles or specialising in highly technical products. Relevant degrees include:

- Bachelor of Business (Marketing)
- Bachelor of Engineering (with a focus on manufacturing or industrial processes)
- Bachelor of Applied Science (Manufacturing Engineering)

These programs offer a blend of business acumen and technical knowledge, ideal for a career in manufacturing sales. They can lead to roles such as Senior Sales Manager, Business Development Manager, or Technical Sales Consultant. The skills gained through these programs include strategic planning, advanced negotiation techniques, and a deep understanding of manufacturing technologies and processes. This combination of business and technical expertise is particularly valuable in the manufacturing sector, where sales professionals need to understand complex products and their applications in various industries.