



NOC 6411 SALES and account representatives - wholesale trade (non-technical)

The occupational information provided here is taken from the Human Resources Skills Development Canada website.

Sales representatives, wholesale trade (non-technical), sell non-technical goods and services to retail, wholesale, commercial, industrial, professional and other clients domestically and internationally. Auctioneers are included in this unit group. Sales representatives, wholesale trade who are supervisors are also included in this unit group.

Selected Main Duties

Sales representatives, wholesale trade (non-technical), perform some or all of the following duties:

- Promote sales to existing clients and identify and solicit potential clients
- Provide clients with presentations on the benefits and uses of goods or services
- Estimate or quote prices, credit or contract terms, warranties and delivery dates
- Prepare or oversee preparation of sales or other contracts
- Review and adapt to information regarding product innovations, competitors and market conditions
- Represent companies that export and import products or services to and from foreign countries
- May conduct sales transactions through Internet-based electronic commerce
- May supervise the activities of other sales representatives.

Education/Training

- Completion of secondary school is required.
- A university degree or completion of a college or other program may be required.
- Experience in sales or in an occupation related to the product or service is usually required.
- Supervisors and senior sales representatives require experience.
- Voluntary certification is available from the Canadian Professional Sales Association.

Common Job Titles

- **ADVERTISING TIME SALES REPRESENTATIVE**
- **FOOD PRODUCTS SALES REPRESENTATIVE**
- **FREIGHT SALES AGENT**
- **HOTEL ACCOMMODATIONS SALES EXECUTIVE**
- **LIQUOR SALES REPRESENTATIVE**
- **MAGAZINE SALES REPRESENTATIVE**
- **SECURITY SERVICES SALES CONSULTANT**
- **SUPERVISOR, WHOLESALE TRADE REPRESENTATIVES**

Typical Employers

- **FOOD, BEVERAGE AND TOBACCO PRODUCERS**
- **CLOTHING MANUFACTURERS**
- **MOTOR VEHICLES AND PARTS MANUFACTURERS**
- **HOTELS**
- **BUSINESS SERVICES FIRMS**
- **AND TRANSPORTATION COMPANIES**

Occupational Outlook

Outlook: High

This occupation has high growth prospects over the coming years.

Source: Workforce Planning Board of Grand Erie, Outlook 2021 Project

Need more information?

Visit www.workforceplanningboard.org.

Workforce Planning Board of Grand Erie

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This Employment Ontario project is funded by the Ontario Government.