To be literal, sales is the exchange of products or services for money. The art of achieving this seemingly simple, but really complex, goal is called professional sales. Sales professionals conduct research, study human behavior, and use persuasion and negotiation skills, to fill needs that potential consumers have. Providing excellent customer service and solving problems are key factors in making a sales professional successful. Sales careers are found in a variety of work environments, including securities/financial services, manufacturing, wholesale, technology, hospitality services, industrial (business-to-business), direct sales, advertising agencies, real estate, promotions and special events, and pharmaceutical sales.

The Bachelor of Science in Professional Sales program is housed in the Christos M. Cotsakos College of Business. The 60 credit program is divided as follows: 18 credit hours of required professional sales courses, 33 credit hours of professional sales program core courses, and 9 credits of directed electives. Classes within professional sales include, but are not limited to, Professional Selling, Negotiation, Global Perspective on Sales, and Key Account & Customer Relationship Building. The Department of Professional Sales is part of the Russ Berrie Institute. Students have the opportunity to hone skills in the professional sales lab, in ‘smart’ classrooms wired for teleconferencing, and to learn from sales professionals with major corporate experience.

WPUNJ Professional Sales:  
http://www.wpunj.edu/ccob/departments/professional-sales/  
WPUNJ Admissions:  
http://www.wpunj.edu/admissions/undergraduate/academic-programs/programs_detail.dot?id=126083

Interests & Skills:  
* active listening skills  
* oral and written communication skills  
* ability to multi-task in a fast-paced environment  
* ability to interact with diverse groups of people  
* numerical computation ability  

* problem solving skills  
* ability to understand human behavior and motivation  
* persuasion skills  
* presentation and public speaking skills  
* analytical skills

Work Environment:  
Sales professionals, or careers related to sales, are located in a variety of industries and environments. Professionals may choose to work in securities/financial services, manufacturing, wholesale, technology, hospitality services, industrial (business-to-business), direct sales, advertising agencies, real estate, promotions and special events, and pharmaceutical sales.

Possible job titles:  
* Brand Manager  
* Systems Analyst  
* Branch Manager – any industry  
* Meeting Manager  
* Insurance Salesperson  
* Occupational Analyst  
* Hotel Sales and Marketing Director  
* Wholesale buyer  
* Advertising Executive  
* Health Services Manager  
* Sports Marketing Representative  
* Merchandiser  
* List manager  
* Pharmaceutical Sales Rep  

* Computer Service Sales Support Rep  
* Product Manager  
* Database Analyst  
* Real Estate Agent  
* Customer Service Representative  
* Service Marketer  
* Travel Agent  
* Database Marketing Manager  
* Promotions Manager  
* Market Research Associate  
* Recreation Manager  
* Copywriter, marketing  
* Account Executive  
* Data Processing Manager  

* Marketing Director  
* Commercial Programmer  
* Retail Sales Manager  
* Communication Analyst  
* Marketing Administrator  
* Restaurant Manager  
* Sales and Marketing Consultant  
* Retail Buyer  
* Sales Tracking Associate  
* Public Relations Manager  
* Special Events Coordinator  
* List marketing consultant  
* Sales Representative  
* Manager- Information Systems

"Pretend that every single person you meet has a sign around his or her neck that says “make me feel important.” Not only will you succeed in sales, but you will succeed in life.”  
—Mary Kay Ash
William Paterson University Alumni:

Maj. Accounts Dist. Manager
Financial Advisor
Account Manager
Marketing Events Coordinator
Account Manager
Salesperson
Account Coordinator
Sales Representative
Sales & Service Representative
Sales/Catering Coordinator
Service Manager
Assistant Customer Supervisor
Merchandiser
National Accounts Coordinator
Office Sales Representative
Pharmaceutical Sales
Public Relations
Purchasing Agent
Account Executive
Account Manager (Sales)
Customer Service Manager
Manager
Realtor
Supervising Marketing Manager
Sales Representative

ADP
Merrill Lynch
EMC 2 Corporation
Lowenstein Sandler PC
Premium Digital Office Solutions
MetLife Foundation
Merck-Medco Managed Care
Canon
Summit Bank
Prime Hospitality
United Radio Service
Flight Safety International
Liz Claiborne
Ohaus Corporation
BASF Corporation
Glaxo Smithkline Pharmaceuticals
Creative Force
Power Battery
Interior Technology
GE Information Services
Measurement Specialties
Gap, Inc.
Coccia Realty, Inc.
Russell Marketing Research
Albums, Inc.

Enhance Your Qualifications:
Successful students tend to seek out opportunities to enhance their qualifications through a variety of means. Within sales, some suggestions may include joining or becoming a leader in career-related campus organizations, including the Student Business Association; joining a national professional sales association; gaining practical experience through an internship/practicum/job shadowing; and attending networking functions.

Related Web Sites:
Occupational Outlook
Industry Information
Job Search and Salary information
Sales Jobs
…more Sales Jobs
National Association of Sales Professionals
United Professional Sales Association
World Association of Sales and Marketing Mgt.
MBA information
NJ specific sales information

www.bls.gov/oco/
www.vault.com
www.rileyguide.com
www.marketingjobs.com
www.salesjobs.com
www.nasp.com
www.upsa-intl.org
www.smei.org
www.mba.com
www.njnextstop.org/workarea.asp?workid=1

Other sources:
Please drop by the Career Development and Advisement Center to learn more about careers in sales. The career library carries career-specific books and counselors are available to answer any further questions you may have. Visiting the Department of Professional Sales on campus may also prove valuable in addressing questions.

Compliments of:
The Career Development and Gloria S. Williams Advisement Center
http://www.wpunj.edu/career-advisement 973-720-2281/2653/2559

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