

Insights into Sales Professionals (Australia)

A Manpower Market Insights Paper



May 2009
Australia

What do you do?



Manpower®

Sales Representatives continue to be one of the occupations experiencing talent shortages in Australia. This ongoing shortage means that businesses need to develop innovative and effective strategies to ensure that they can both attract and retain skilled professionals.

Introduction

Sales Professionals in this report are defined as the following occupations under the Australian New Zealand Standard Classification of Occupations (ANZSCO):

Occupation Group
Sales Managers
Sales Workers, Sales Representatives and Agents
Technical Sales Representatives (e.g. industrial products, information & communication products, medical and pharmaceutical products, technical products),
Sales Representatives (e.g. personal & household goods, business services, builder's and plumber's supplies, motor vehicle parts and accessories)
Motor Vehicle and Related Products Salespersons, Sales Support Workers,
Sales Assistants (e.g. food & drink products, other personal and households goods)
ICT Sales Professionals, Insurance Agents, Real Estate Sales Agents
Street Vendors and Related Workers (e.g. cash van sales, door-to-door sales)
Sales Demonstrators
Other Elementary Sales Workers (e.g. rental sales) etc.

This report is based on research conducted in December 2008. The research shows that there are approximately 1,506,000 people classified as Sales Professionals in Australia. In 2008, the 1,506,000 Sales Professionals in Australia showed the following general characteristics. They predominantly:

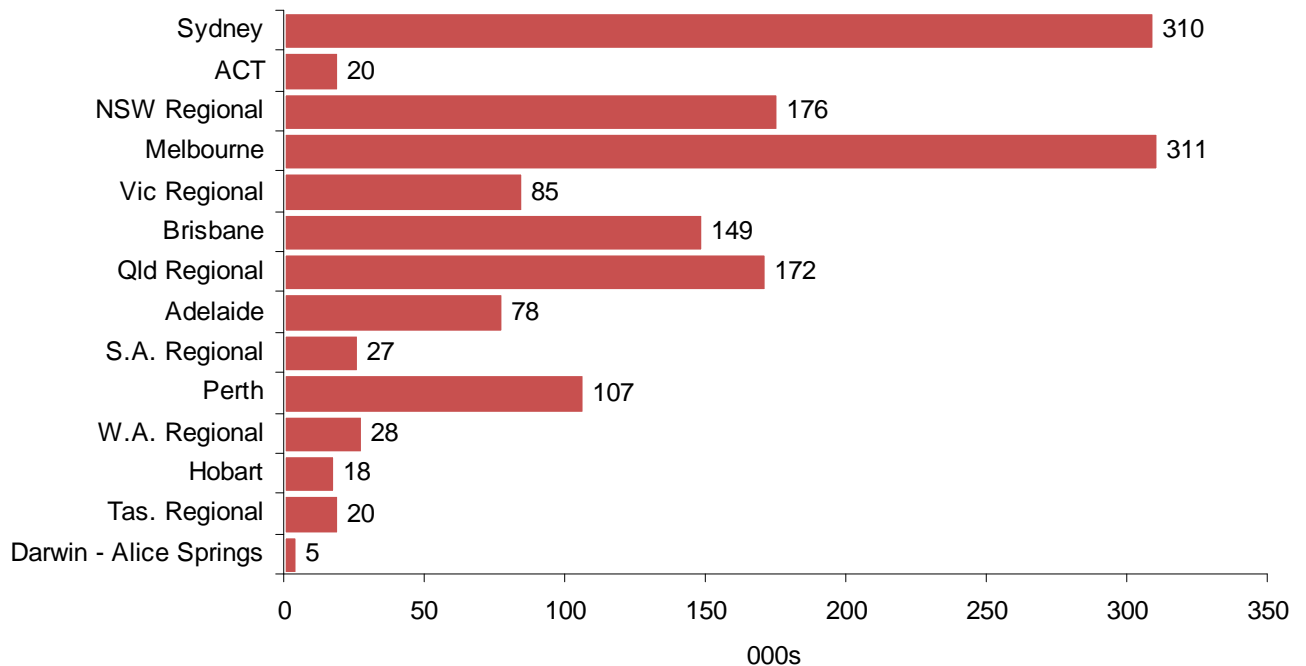
- Reside on the eastern seaboard and in capital cities
- Are women
- Are aged between 20-24, Generation Y
- Completed Year 10
- Are born in Australia
- Earn a median income of \$35K p.a.
- Work part-time
- Work in the private sector
- Work in small companies
- Work in retail industry
- Less satisfied with their current job

Sales Professional Demographic Profile*

In Australia there are approximately 1,506,000 Sales Professionals, which include occupations such as Sales Managers, Sales Representatives and Sales Assistants.

Geographic Distribution

The geographic skew is to the eight capital cities along with regional areas. 65% of Sales Professionals reside in capital cities and a total of 23% are residing in NSW and Qld regional areas.



Gender, Age and Generations

- 65% of Sales Professionals are women and 35% are men.
- 40% of Sales Professionals are aged 20-39, Generation X and Generation Y. The median age of a Sales Professional is 36 years old.

Education

Sales Professionals in Australia have predominantly finished Year 10. Only 11.8% of Sales Professionals have a degree and 8% have a diploma. 6% have some university training.

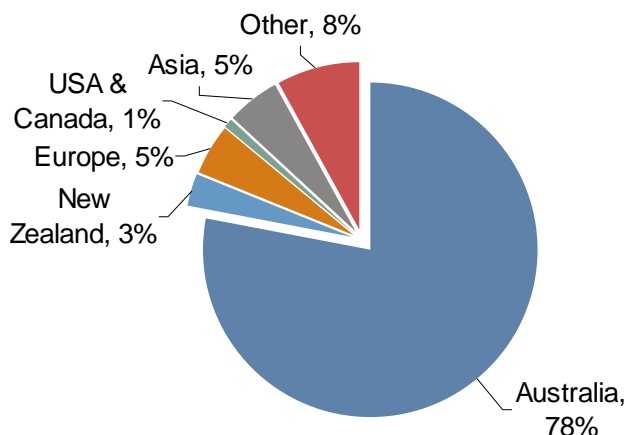
Mobility & Access

- On average Sales Professionals travel 13kms to work.
- Sales Professionals rely upon public transport. In the last 3 months, 38% of Sales Professionals have travelled on buses, 38% have travelled by train, 12% have travelled by tram and 8% have travelled by ferry.

*Information in this section was obtained from Roy Morgan Single Source Data, December 2008

Country of Birth

Sales Professionals come from a range of backgrounds. 78% were born in Australia, 5% were born in Europe, 5% were born in Asia and 3% were born in New Zealand.



Income

The median income of Sales Professionals is \$35K p.a. in 2008.

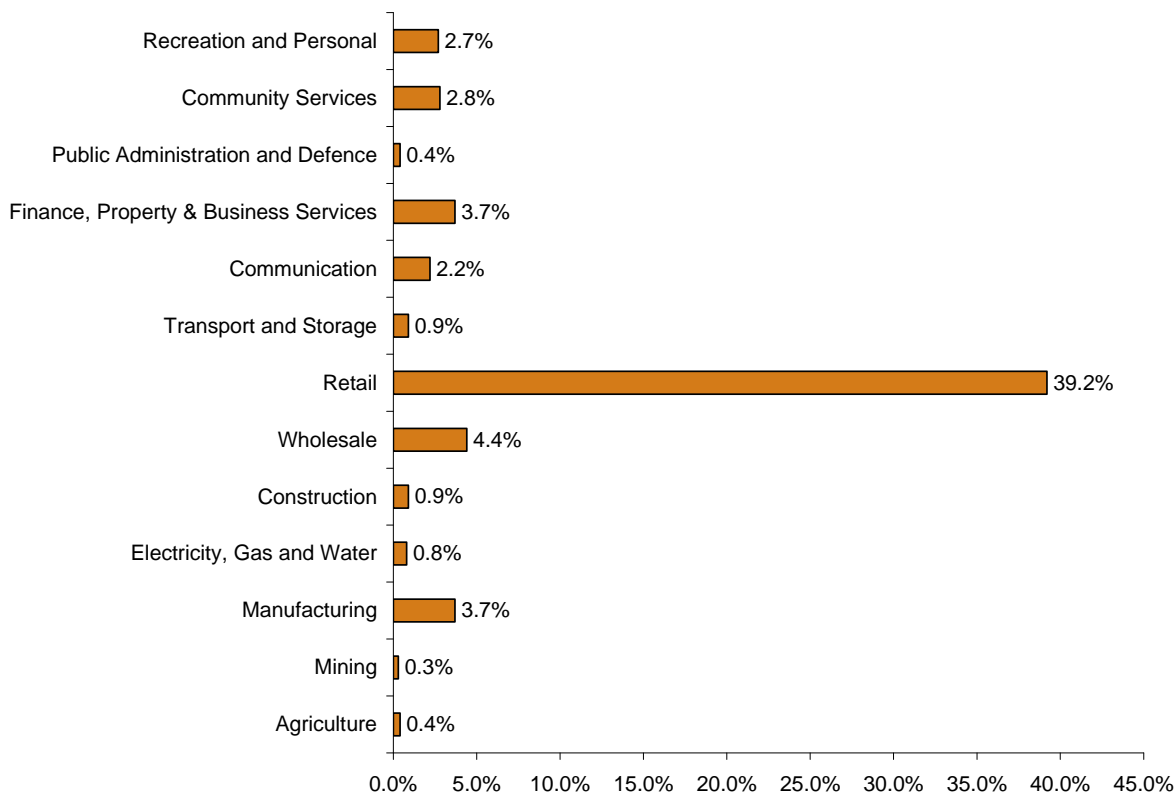
Work Status & Company Size

- 38% of Sales Professionals work part-time and 28% are full-time workers. 5.5% are looking for full-time and part-time work, 11% are retired.
- Sales Professionals tend to work in small companies- 50% work for companies with 1-100 employees.

Industry & Sector

Sales Professionals predominantly work in the private sector (95%). 3% work in the public sector and 2% are self-employed.

40% of Sales Professionals work in the retail industry. Other industries that Sales Professionals tend to work in include wholesale, manufacturing and recreation & personal.



Sales Professional Attitudes*

About Sales Professionals

Sales Professionals:

- Are optimistic about the future (80%)
- Are success-driven (59%) and live a full & busy life (65%)
- Are worried about interest rate at the moment (53%)
- Believe job responsibility is important in their role (61%)
- Need security in their job (61%)
- Wouldn't have difficulty coping with a demanding career/job (70%).

Employment Sites Visited

Sales Professionals have visited employment sites in the four weeks:

- 12% have visited www.seek.com.au
- 6% have visited www.mycareer.com.au
- 6% have visited www.careerone.com.au
- 0.5% have visited LinkMe
- 0.5% have visited Yahoo!7 Jobs
- 4.5% have visited JobSearch.gov.au

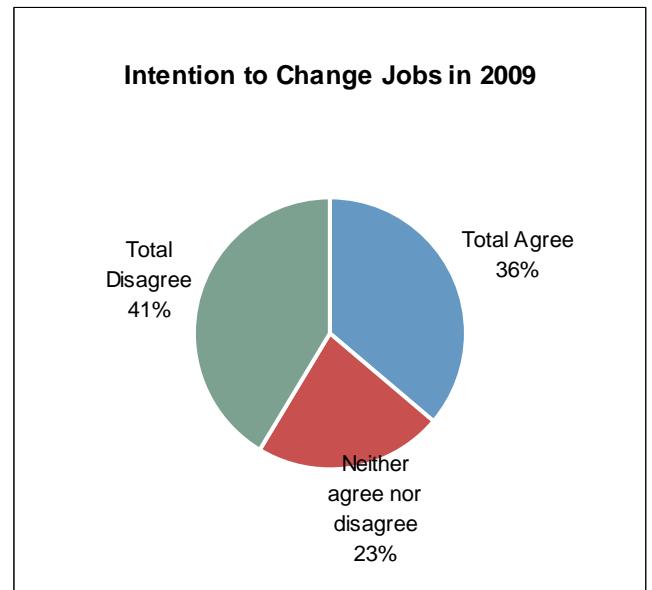
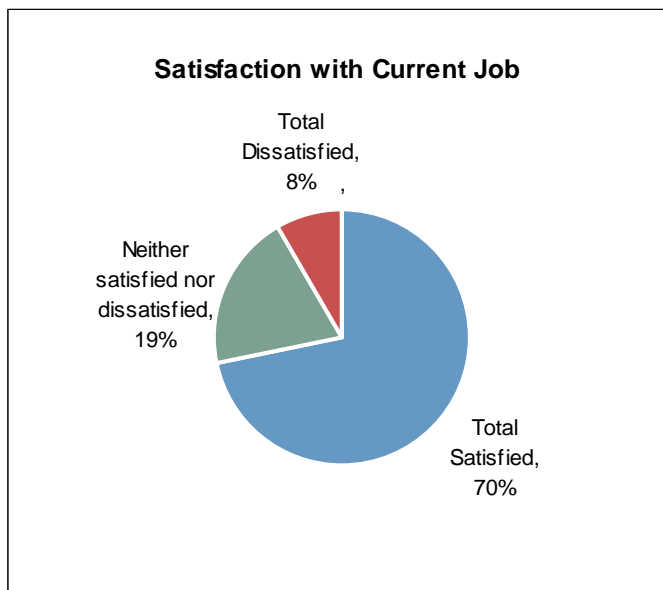
*Information in this section was obtained from Roy Morgan Single Source Data, December 2008

70% of Sales Professionals are happy with their present job, this is slightly lower than the rest of the working population (76%).

Sales Professional Job Satisfaction*

Overall Job Satisfaction and Intention to Change Jobs

70% of Sales Professionals are happy with their present job and 36% are planning on changing jobs in 2009.



Satisfaction Drivers

Job Recognition

Over half of Sales Professionals (53%) in Australia are satisfied with the job recognition they receive in their present role. Compared to the rest of the working population, Sales Professionals are less satisfied with the amount of job recognition that they receive.

Job Opportunities

Only 39% of Sales Professionals are happy with the opportunities available to them in their current role.

Current Rate of Pay

Sales Professionals are less dissatisfied with their current pay, 47% stating they are happy and 34% believing the pay they receive is fair and 13% believe their current pay is poor.

Job Security

Sales Professionals are generally satisfied with the security (51%) they have in their current role.

*Information in this section was obtained from Roy Morgan Single Source Data, December 2008

Training

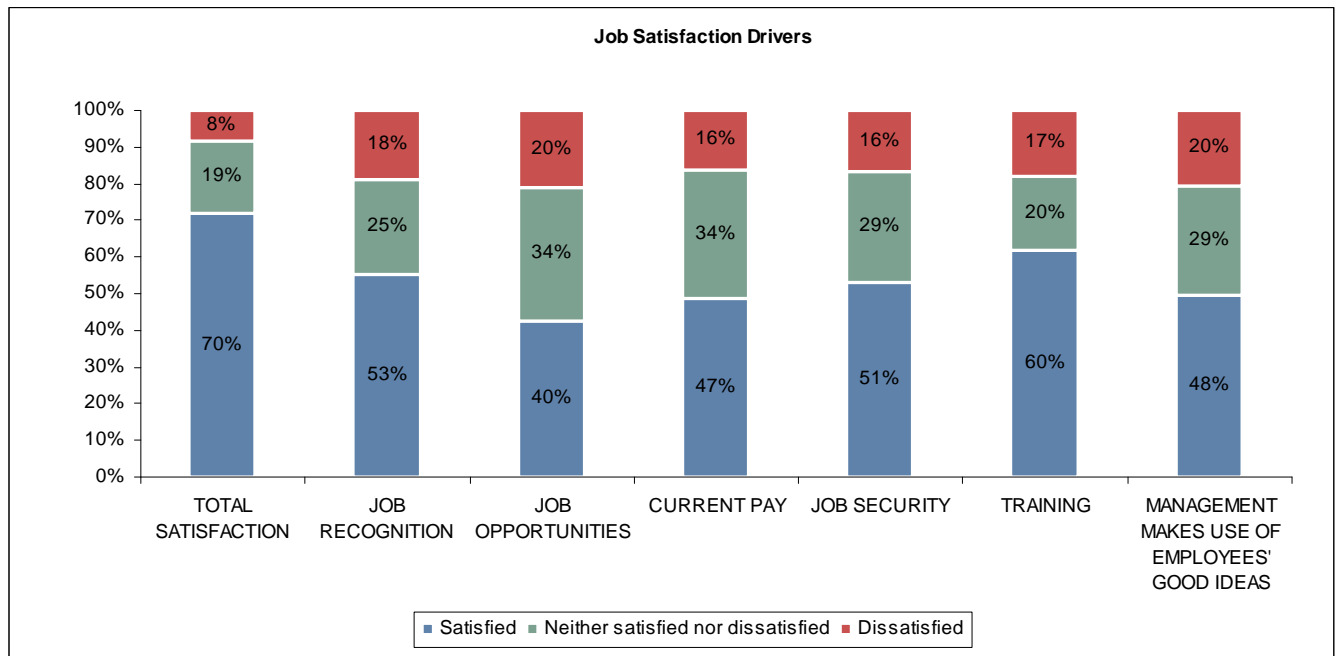
60% of Sales Professionals are satisfied with the training they presently receive and 18% are unhappy with their training.

Management's Use of Employee's Ideas

Sales Professionals are less satisfied with management's use of their good ideas (47%) when compared to the total working population (51%).

Outcomes

Remuneration alone is not a single issue for Sales Professionals. Employers seeking new sales candidates or wanting to retain their present Sales Professionals should also focus on job recognition, career path development, job stability and make use of their good ideas.



About Manpower Inc.

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Research Sources

Demographic profiles and job satisfaction information is sourced from Roy Morgan Single Source Australia Data December 2008.

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