

10^{TOP}

- Automobile Salesperson
- Computer Retail Salesperson
- Furniture Salesperson
- General Sales Manager
- Insurance Salesperson
- Home Renovation & Hardware Salesperson
- Real Estate Agent/Broker
- Retail Sales Person/Clerk
- Technical Sales Specialist
- Transportation Sales/Service Agent

PROSPECTS IN RETAIL AND COMMERCIAL SALES

How May I Help You?

Retail Salespersons and Clerks (NOC 6421)



Retail salespersons and sales clerks sell, rent or lease a range of technical and non-technical goods and services directly to consumers. They are employed by stores and other retail businesses, as well as wholesale businesses that sell goods and services to the public.

Duties:

- greet customers and discuss type, quality and quantity of merchandise or services sought for purchase, rental or lease
- advise customers on use and care of merchandise
- provide price quotes, credit terms, trade-in allowances, warranties and delivery
- prepare merchandise for purchase, rental or lease

- operate computerized inventory record keeping and point-of-sale systems
- Skills:**
- ability to read, write and perform basic math
 - 'people' skills in dealing with public on a daily basis
 - ability to learn quickly about the various goods and services being sold
 - willingness to work evenings and weekends



Moving Things Off The Shelves

THERE IS A REASON WHY THE RETAIL SALES SECTOR EMPLOYS THE MOST PEOPLE IN MANITOBA. Once products are manufactured and are distributed to stores, they have to be sold. From the person who sells you tires to the clerk behind the counter at your favourite convenience or clothing store, it's all about connecting with the customer and giving them what they want.



For 2007, Manitoba statistics show growth in most areas with new home starts up 19%, furniture and appliance sales up 13.3% and motor vehicle sales up 12.2% over the previous year. These are indicators of a strong economy which means increased jobs.

For Ewan Watt, Executive Director of the Retail Merchants Association of Canada, retail and commercial sales is a broad area of business. "I mainly deal with small retailers – the 'mom and pop' stores that need help in cutting costs and maximizing profits," said Watt. "While some may only consider retailing for entry-level or lower paying jobs, it offers a great opportunity to learn new skills, gain job experience and move up the ladder to higher paying commission sales or management," added Watt.

If you're looking for a career in retail sales, you need to possess 'people skills' since sales associates are the faces and voices of the company. Basic skills learned in retail sales include customer relations, handling money and communication – assisting people with questions about products and services. ●



FOR MORE INFORMATION

RETAIL MERCHANTS ASSOCIATION OF CANADA

WWW.RETAILMERCHANTS.CA

PROFILE

Denni Neufeld Real Estate Agent

A career of selling homes is almost a family tradition with Denni Neufeld, a recently minted Royal LePage Prime Real Estate agent. Neufeld's interest in sales started after his father sold his business and went into real estate. His grandfather was also in the real estate business in Steinbach. However, it was Denni purchasing his own home that cemented his interest in giving real estate sales a try.

"It's a great business," said Neufeld. "It's helping people to invest in the future and realize a dream of owning their own home. When you see the looks on people's

faces when they first walk into their new home, it makes all the work worthwhile."

After graduating from the University of Manitoba, Denni was working full-time and taking required real estate agent courses with the Manitoba Real Estate Association. Although a university degree or college certificate is not necessary to become a real estate agent, Neufeld said it helped him develop the study skills and discipline needed to be successful.

Also a top-level curler – he was a member of the 2003 Provincial Junior Championship team – Denni



enjoys the variety and the challenges his job presents. "It's definitely not a nine-to-five job," said Neufeld. "You basically have to adjust your schedule around your clients' schedules."

Right now, Neufeld is working in residential properties but can see a time when he moves into commercial real estate as well. However, Neufeld did say that will require additional training. ●