



## Key Statistics on Professional Sales Education

The information below, gathered from multiple sources, highlights statistics which provide insight into the global need to increase Sales education opportunities and provides affirmation to those institutions of higher learning embracing the field of Professional Sales education.

- Over 50% of college graduates, regardless of their major, take their first job in a sales role.
- Over 60% of all first-time salespeople fail within a year of employment.
- In 2023, 176 universities in North America and 21 globally provide formalized professional selling education.(2023 SEF Annual magazine)
- Students who graduate from formal university professional sales programs tend to:
  - Ramp up 50% faster than their non-sales educated peers
  - Turn over 30% less than their counterparts
  - Save an employer over \$200,000 within the first 12 months of employment
- Job Placement for sales graduates is significantly higher than overall placement.
  - Universities reporting placement rates average +94% job placement at graduation (2023 SEF Annual survey)
  - Job placement rates for college graduates with a bachelor’s degree or higher was 76.4% (April, 2023 News Release, US Bureau of Labor Statistics)<sup>1</sup>
- Job predictions indicate continued growth in the sophisticated sales space (US Bureau of Labor Statistics, 2021-2031)<sup>2</sup>
- According to O-Net Online 39% of Sales Representative jobs require a 4-year college degree <sup>3</sup>

## Starting Salaries According to the Bureau of Labor Statistics <sup>4</sup>

Job title	Education Level	Median Salary (May, 2021)
Retail Sales Worker	High School	\$29,180
Sales Representative	Bachelor’s Degree	\$62,890
Sales Engineer	Bachelor’s Degree	\$103,710
Sales Manager	Bachelor’s Degree	\$127,490

<sup>1</sup> <https://www.bls.gov/news.release/hsgec.nr0.htm>

<sup>2</sup> <https://www.bls.gov/emp/tables/emp-by-detailed-occupation.htm>

<sup>3</sup> <https://www.onetonline.org/link/summary/41-4011.00>

<sup>4</sup> <https://www.bls.gov/ooh/sales/home.htm>