



Key Statistics on University Sales Education

The information below highlights, from multiple sources, the strong need for support of sales education. SEF gathered these statistics to provide insight to the global challenge and affirmation to those making a difference in the field of university 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.
- Less than 200 universities in the US and 20 globally provide formalized professional selling education.(2021 **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 +90% job placement at graduation (2021 **SEF Annual** survey)
 - Job placement rates for college graduates with a bachelor’s degree or higher was 72.3% (August, 2019, US Bureau of Labor Statistics)¹
- Job predictions indicate continued growth in the sophisticated sales space (US Bureau of Labor Statistics, 2018-2028)²

Starting Salaries According to the Bureau of Labor Statistics³

Job title	Education Level (USBLS, May 2020)	Median Salary
Retail Sales Worker	High School	\$27,320
Sales Representative – non technical	Bachelor’s Degree	\$62,072
Sales Engineer	Bachelor’s Degree	\$108,830
Sales Manager	Bachelor’s Degree	\$132,290

¹ <https://www.bls.gov/opub/ted/2019/44-6-percent-of-high-school-dropouts-and-72-3-percent-of-college-graduates-employed-in-august-2019.htm>

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

³ https://www.bls.gov/oes/current/oes_nat.htm#11-0000
<https://www.onetonline.org/find/result?s=sales+engineer&g=Go>