



TORO Analysis of Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products to Advertising Sales Agents

INPUT SECTION:

Transfer	Title	O*NET	Filters		
From Title:	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41-4012.00	Abilities:	Importance Level: 50	Weight: 1
To Title:	Advertising Sales Agents	41-3011.00	Skills:	Importance Level: 69	Weight: 1
Labor Market Area:	Maine Statewide		Knowledge:	Importance Level: 69	Weight: 1

OUTPUT SECTION:

Grand TORQ:

93

Ability TORQ		Skills TORQ		Knowledge TORQ	
Level	95	Level	94	Level	91

Gaps To Narrow if Possible				Upgrade These Skills				Knowledge to Add			
Ability	Level	Gap	Impt	Skill	Level	Gap	Impt	Knowledge	Level	Gap	Impt
Written Expression	60	9	78	Negotiation	71	9	80	Communications and Media	51	16	80
Fluency of Ideas	51	9	62	Speaking	67	3	84	English Language	65	13	91
Originality	50	8	65								
Near Vision	59	9	56								
Oral Expression	62	5	87								
Inductive Reasoning	53	7	62								
Speech Recognition	62	5	62								
Oral Comprehension	60	3	84								
Problem Sensitivity	50	4	56								
Written Comprehension	59	2	72								
Speech Clarity	53	2	72								

LEVEL and IMPT (IMPORTANCE) refer to the Target Advertising Sales Agents. GAP refers to level difference between Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products and Advertising Sales Agents.

ASK ANALYSIS

Ability Level Comparison - Abilities with importance scores over 50



Description	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Advertising Sales Agents	Importance
Oral Expression	57	62	87
Oral Comprehension	57	60	84
Written Expression	51	60	78
Written Comprehension	57	59	72
Speech Clarity	51	53	72
Originality	42	50	65
Fluency of Ideas	42	51	62
Inductive Reasoning	46	53	62
Speech Recognition	57	62	62
Problem Sensitivity	46	50	56
Near Vision	50	59	56
Deductive Reasoning	51	51	53
Information Ordering	50	48	50

Skill Level Comparison - Abilities with importance scores over 69

Description	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Advertising Sales Agents	Importance
Active Listening	60	55	99
Time Management	65	57	94
Speaking	64	67	84
Mathematics	53	51	84
Negotiation	62	71	80
Active Learning	65	54	75
Reading Comprehension	64	62	71



Knowledge Level Comparison - Knowledge with importance scores over 69

Description	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Advertising Sales Agents	Importance
English Language	52	65	91
Sales and Marketing	75	72	88
Customer and Personal Service	71	71	83
Communications and Media	35	51	80

Experience & Education Comparison

Related Work Experience Comparison			Required Education Level Comparison		
Description	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Advertising Sales Agents	Description	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Advertising Sales Agents
10+ years	0%	0%	Doctoral	0%	0%
8-10 years	2%	0%	Professional Degree	0%	0%
6-8 years	0%	0%	Post-Masters Cert	0%	0%
4-6 years	32%	8%	Master's Degree	0%	0%
2-4 years	14%	1%	Post-Bachelor Cert	0%	0%
1-2 years	31%	38%	Bachelors	25%	8%
6-12 months	18%	4%	AA or Equiv	14%	13%
3-6 months	0%	5%	Some College	32%	15%
1-3 months	0%	0%	Post-Secondary Certificate	0%	11%
0-1 month	0%	0%	High School Diploma or GED	21%	50%
None	0%	40%	No HSD or GED	6%	0%

Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

Advertising Sales Agents

Most Common Educational/Training Requirement:

Moderate-term on-the-job training

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Job Zone Comparison

3 - Job Zone Three: Medium Preparation Needed

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Previous work-related skill, knowledge, or experience is required for these occupations. For example, an electrician must have completed three or four years of apprenticeship or several years of vocational training, and often must have passed a licensing exam, in order to perform the job.

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Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree. Some may require a bachelor's degree.

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Employees in these occupations usually need one or two years of training involving both on-the-job experience and informal training with experienced workers.

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Tasks



Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

Core Tasks

Generalized Work Activities:

- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Selling or Influencing Others - Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
- Getting Information - Observing, receiving, and otherwise obtaining information from all relevant sources.
- Communicating with Persons Outside Organization - Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.

Specific Tasks

Occupation Specific Tasks:

- Answer customers' questions about products, prices, availability, product uses, and credit terms.
- Arrange and direct delivery and installation of products and equipment.
- Buy products from manufacturers or brokerage firms, and distribute them to wholesale and retail clients.
- Check stock levels and reorder merchandise as necessary.
- Consult with clients after sales or contract signings in order to resolve problems and to provide ongoing support.
- Contact regular and prospective customers to demonstrate products, explain product features, and solicit orders.
- Estimate or quote prices, credit or contract terms, warranties, and delivery dates.
- Forward orders to manufacturers.
- Identify prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences.
- Monitor market conditions, product innovations, and competitors' products, prices, and sales.
- Negotiate details of contracts and

Advertising Sales Agents

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- Communicating with Persons Outside Organization - Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Organizing, Planning, and Prioritizing Work - Developing specific goals and plans to prioritize, organize, and accomplish your work.

Specific Tasks

Occupation Specific Tasks:

- Arrange for commercial taping sessions, and accompany clients to sessions.
- Attend sales meetings, industry trade shows, and training seminars to gather information, promote products, expand network of contacts, and increase knowledge.
- Consult with company officials, sales departments, and advertising agencies to develop promotional plans.
- Deliver advertising or illustration proofs to customers for approval.
- Determine advertising medium to be used, and prepare sample advertisements within the selected medium for presentation to customers.
- Draw up contracts for advertising work, and collect payments due.
- Explain to customers how specific types of advertising will help promote their products or services in the most effective way possible.
- Gather all relevant material for bid processes, and coordinate bidding and contract approval.
- Identify new advertising markets, and propose products to serve them.
- Inform customers of available options for advertisement artwork, and provide samples.
- Locate and contact potential clients to



- negotiate details of contracts and payments, and prepare sales contracts and order forms.
- Negotiate with retail merchants to improve product exposure such as shelf positioning and advertising.
- Obtain credit information about prospective customers.
- Perform administrative duties, such as preparing sales budgets and reports, keeping sales records, and filing expense account reports.
- Plan, assemble, and stock product displays in retail stores, or make recommendations to retailers regarding product displays, promotional programs, and advertising.
- Prepare drawings, estimates, and bids that meet specific customer needs.
- Provide customers with product samples and catalogs.
- Recommend products to customers, based on customers' needs and interests.
- Train customers' employees to operate and maintain new equipment.

Detailed Tasks

Detailed Work Activities:

- advise clients or customers
- advise retail dealers in use of sales promotion techniques
- analyze sales activities or trends
- answer customer or public inquiries
- arrange delivery schedules
- arrange merchandise display
- assemble advertising displays
- communicate visually or verbally
- conduct sales presentations
- confer with customer to review terms of credit or payment plan
- demonstrate goods or services
- estimate costs or price arrangements
- estimate delivery dates
- evaluate advertising promotions
- explain products to customer representatives
- identify best product for customer's needs
- instruct customers in product installation, use, or repair
- investigate customer complaints
- maintain records, reports, or files
- obtain information from individuals
- prepare list of prospective customers
- prepare reports
- provide customer service
- request customer order
- resolve customer or public complaints

offer advertising services.

- Maintain assigned account bases while developing new accounts.
- Obtain and study information about clients' products, needs, problems, advertising history, and business practices to offer effective sales presentations and appropriate product assistance.
- Prepare and deliver sales presentations to new and existing customers to sell new advertising programs, and to protect and increase existing advertising.
- Prepare promotional plans, sales literature, media kits, and sales contracts, using computer.
- Process all correspondence and paperwork related to accounts.
- Provide clients with estimates of the costs of advertising products or services.
- Recommend appropriate sizes and formats for advertising, depending on medium being used.
- Write copy as part of layout.
- Write sales outlines for use by staff.

Detailed Tasks

Detailed Work Activities:

- access media advertising services
- advise clients or customers
- calculate rates for organization's products or services
- collect payment
- compute financial data
- conduct sales presentations
- demonstrate goods or services
- design advertising layouts
- determine customer needs
- develop advertising strategy
- formulate writing approach through analysis of advertising trends
- interview customers
- make presentations
- monitor consumer or marketing trends
- negotiate term of sale or services with customer
- obtain information from individuals
- prepare list of prospective customers
- prepare promotional plans
- provide customer service
- sell products or services
- sell products through advertising
- use computer graphics design software
- use computers to enter, access or retrieve data
- use interpersonal communication techniques
- use knowledge of sales contracts



- sell merchandise
- sell products or services
- solicit orders from established or new customers
- stock or organize goods
- use computers to enter, access or retrieve data
- use interpersonal communication techniques
- use inventory control procedures
- use knowledge of sales contracts
- use knowledge of written communication in sales work
- use merchandising techniques
- use product knowledge to market goods
- use sales techniques
- use telephone communication techniques
- write business project or bid proposals

Technology - Examples

Calendar and scheduling software

- Computerized call calendars
- Computerized time management systems

Customer relationship management CRM software

- ACT! software
- Advantage Signature Marketing Group Web Master
- Ardexus Mode
- Ardexus TASC
- Commence Application Suite
- Contact management systems
- Contact Tracking software
- Customer relationship management CRM software

- FrontRange Solutions Goldmine software

- HydraNet software

- interlinkONE software

- Maximizer Enterprise software

- Microsoft Dynamics CRM

- NetSuite NetCRM

- Novo Customer Tracking Software

- Onyx software

- use knowledge of sales contracts
- use knowledge of written communication in sales work
- use public speaking techniques
- use word processing or desktop publishing software
- write advertising copy
- write sales or informational speeches

Technology - Examples

Calendar and scheduling software

- Contact management software

Data base management system software

- Oracle software

Data base user interface and query software

- FileMaker Pro software

- Microsoft Access

Desktop publishing software

- QuarkXpress

Electronic mail software

- Email software

- Microsoft Outlook

Internet browser software

- Web browser software

Office suite software

- Microsoft Office

Presentation software

- Microsoft PowerPoint

Spreadsheet software

- Microsoft Excel

Word processing software

- Microsoft Word

Tools - Examples

- Desktop computers

- Laptop computers

- Personal computers

- Personal digital assistants PDA

- Multi-line telephone systems



- Relavis CRM Portal
- Root Systems SPS Process Management
- Sage SalesLogix
- Salesforce software
- SamePage StudioCRM
- Soffront CRM Portal
- Tigerpaw software

Data base reporting software

- SalesInSync software

Data base user interface and query software

- Database software
- Microsoft Access

Desk top publishing software

- Contract Central software

Electronic mail software

- IBM Lotus Notes
- Microsoft Exchange
- Microsoft Outlook

Expert system software

- Mastermind software
- Sales force automation software

Internet browser software

- Internet browser software

Office suite software

- Microsoft Office

Presentation software

- Microsoft PowerPoint

Spreadsheet software

- Microsoft Excel

Word processing software

- Microsoft Word

Tools - Examples

- Desktop computers
- Computer printers
- Notebook computers
- Personal computers

**Labor Market Comparison**

Description	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	Advertising Sales Agents	Difference
Median Wage	N/A	\$ 34,530	N/A
10th Percentile Wage	N/A	\$ 20,220	N/A
25th Percentile Wage	N/A	N/A	N/A
75th Percentile Wage	N/A	\$ 43,620	N/A
90th Percentile Wage	N/A	\$ 60,250	N/A
Mean Wage	N/A	\$ 37,230	N/A
Total Employment - 2007	N/A	680	N/A
Employment Base - 2016	N/A	756	N/A
Projected Employment - 2016	N/A	873	N/A
Projected Job Growth - 2006-2016	N/A	15.5 %	N/A
Projected Annual Openings - 2006-2016	N/A	25	N/A

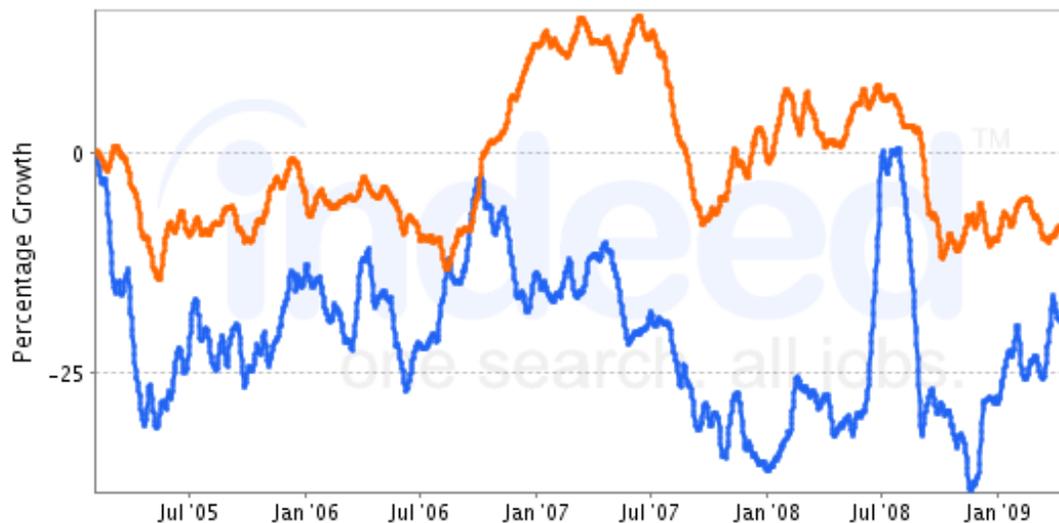
National Job Posting Trends

Trend for Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

Trend for Advertising Sales Agents

Job Trends from Indeed.com

— Manufacturing Sales Representative — Advertising Sales Agent

Data from [Indeed](http://Indeed.com)

**Recommended Programs**

Advertising

Advertising. A program that focuses on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers. Includes instruction in advertising theory, marketing strategy, advertising design and production methods, campaign methods and techniques, media management, related principles of business management, and applicable technical and equipment skills.

Institution	Address	City	URL
Saint Josephs College	278 Whites Bridge Rd	Standish	www.sjcme.edu

Maine Statewide Promotion Opportunities for Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products

O*NET Code	Title	Grand TORQ	Job Zone	Employment	Median Wage	Difference	Growth	Annual Job Openings
13-2072.00	Loan Officers	93	3	1,450	\$49,380.00	\$49,380.00	9%	29
41-3011.00	Advertising Sales Agents	93	3	680	\$34,530.00	\$34,530.00	15%	25
41-3031.02	Sales Agents, Financial Services	93	4	0	\$65,230.00	\$65,230.00	5%	33
41-9091.00	Door-To-Door Sales Workers, News and Street Vendors, and Related Workers	93	1	0	\$18,120.00	\$18,120.00	0%	0
19-3021.00	Market Research Analysts	92	4	200	\$49,960.00	\$49,960.00	3%	2
41-9041.00	Telemarketers	92	2	1,670	\$23,680.00	\$23,680.00	-18%	59
41-9021.00	Real Estate Brokers	91	3	320	\$61,300.00	\$61,300.00	-1%	22
41-4011.00	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	91	4	720	\$57,210.00	\$57,210.00	4%	20
41-3021.00	Insurance Sales Agents	91	3	1,620	\$43,290.00	\$43,290.00	4%	80
43-4141.00	New Accounts Clerks	91	2	210	\$28,080.00	\$28,080.00	-14%	6
11-2022.00	Sales Managers	90	4	1,310	\$72,720.00	\$72,720.00	3%	32
13-1022.00	Wholesale and Retail Buyers, Except Farm Products	90	3	490	\$38,660.00	\$38,660.00	-2%	12
13-1071.01	Employment Interviewers	90	3	610	\$41,200.00	\$41,200.00	10%	19



13-2052.00	Personal Financial Advisors	90	3	360	\$94,100.00	\$94,100.00	10%	13
29-2081.00	Opticians, Dispensing	90	3	290	\$30,670.00	\$30,670.00	5%	10

Maine Statewide Promotion Opportunities for Advertising Sales Agents

O*NET Code	Title	Grand TORQ	Job Zone	Employment	Median Wage	Difference	Growth	Annual Job Openings
41-3011.00	Advertising Sales Agents	100	3	680	\$34,530.00	\$0.00	15%	25
13-2072.00	Loan Officers	90	3	1,450	\$49,380.00	\$14,850.00	9%	29
19-3021.00	Market Research Analysts	90	4	200	\$49,960.00	\$15,430.00	3%	2
41-3031.02	Sales Agents, Financial Services	90	4	0	\$65,230.00	\$30,700.00	5%	33
41-3031.01	Sales Agents, Securities and Commodities	89	4	0	\$65,230.00	\$30,700.00	5%	33
27-3031.00	Public Relations Specialists	89	4	950	\$48,070.00	\$13,540.00	7%	15
13-2053.00	Insurance Underwriters	88	3	460	\$56,090.00	\$21,560.00	-1%	12
41-9021.00	Real Estate Brokers	87	3	320	\$61,300.00	\$26,770.00	-1%	22
13-1071.01	Employment Interviewers	87	3	610	\$41,200.00	\$6,670.00	10%	19
13-2052.00	Personal Financial Advisors	87	3	360	\$94,100.00	\$59,570.00	10%	13
41-1012.00	First-Line Supervisors/Managers of Non-Retail Sales Workers	87	4	930	\$55,220.00	\$20,690.00	-1%	19
41-3021.00	Insurance Sales Agents	87	3	1,620	\$43,290.00	\$8,760.00	4%	80
13-2071.00	Loan Counselors	86	4	60	\$35,110.00	\$580.00	-3%	1
43-5011.00	Cargo and Freight Agents	86	2	170	\$40,360.00	\$5,830.00	5%	5
13-1022.00	Wholesale and Retail Buyers, Except Farm Products	86	3	490	\$38,660.00	\$4,130.00	-2%	12