



# CWIB

# SALES

## INDUSTRY ONE-PAGER

## INDUSTRY OVERVIEW

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Salespeople maintain a firm's customer accounts and work to bring in new customers as well. They will spend most of their time communicating with external stakeholders.

## RELEVANT COURSES

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- Sales elective vary by semester

## KEY CONTACTS

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Lillie Bridges  
David Roberts (Kenan Flagler  
Professor)

## RELEVANT SKILLS AND RESOURCES

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Salespeople will spend their day speaking with potential and existing clients to try to understand their business needs and how the firm's services can address those problems. Some key skills are:

- Comfortable working under the pressure of quotas
- Strong communication and public speaking skills
- Thrive under uncertainty; not discouraged when customers say "no"

## LOOKING FORWARD

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### Career Pathways

- Sales Development Representative
- Account Executive
- Relationship Manager

### Common Industries

- Technology: Sales is a great way to break into the tech industry; there are many entry level positions at companies like Google, Microsoft, and Amazon.
- Consumer Packaged Goods (CPG): companies like Unilever use their sales team to manage their relationships with their vendors.