

Western Technical College

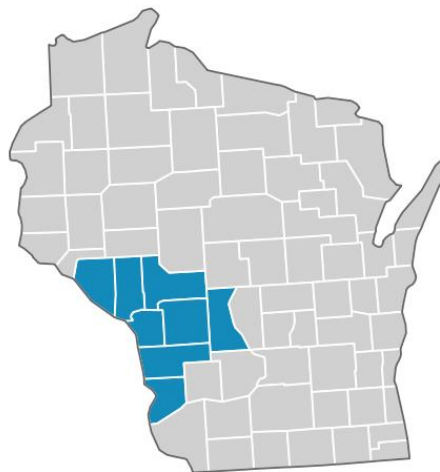


400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Sales Management Program Occupation Report

June 2014

Western Technical College District



Report Info

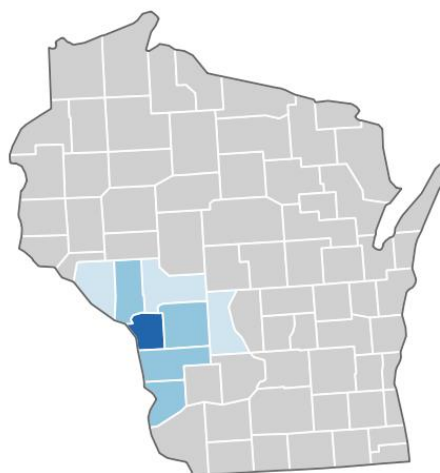
Dataset Version	2014.2 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2015 - 2019
Region Name	Western Technical College District
Region Description	Western district counties
Counties	

Buffalo, WI (55011)	Crawford, WI (55023)	Jackson, WI (55053)
Juneau, WI (55057)	La Crosse, WI (55063)	Monroe, WI (55081)
Trempealeau, WI (55121)	Vernon, WI (55123)	

Occupation Group

Sales Managers (11-2022)
First-Line Supervisors of Retail Sales Workers (41-1011)
First-Line Supervisors of Non-Retail Sales Workers (41-1012)
Advertising Sales Agents (41-3011)
Sales Representatives, Services, All Other (41-3099)
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)
Sales and Related Workers, All Other (41-9099)
Customer Service Representatives (43-4051)






Job Distribution



Overview

Annual Openings Estimate (2014)	279
Related Completions (2012)	339
Current Job Postings	N/A for Multiple Codes

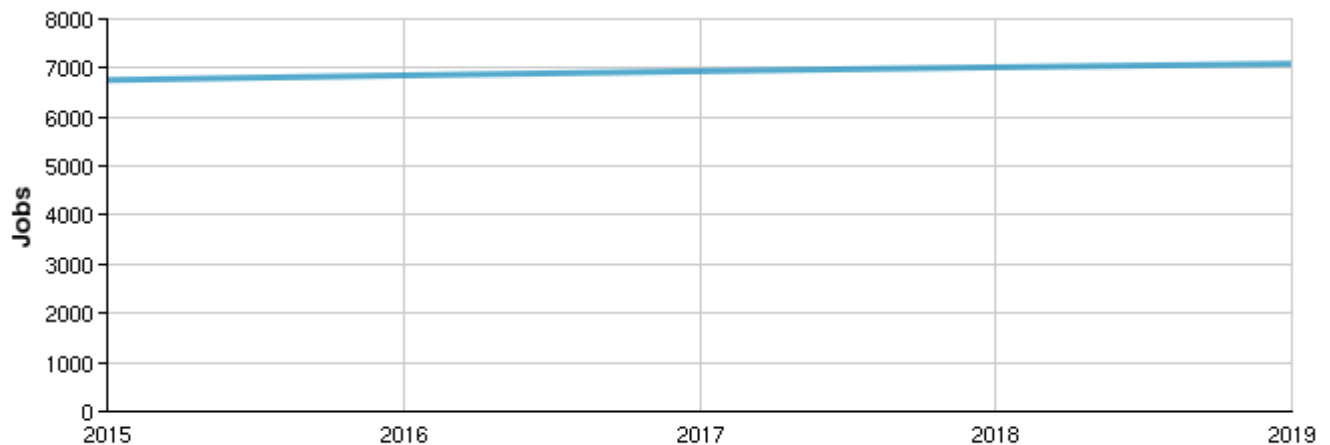
Gender		
Male	53%	
Female	47%	

Age		
14-18	1%	
19-24	10%	
25-44	43%	
45-64	43%	
65+	4%	

6,652 Jobs (2014) National Location Quotient: 0.84	4.9% % Change (2015-2019) Nation: 3.8%	\$17.04/hr Median Earnings Nation: \$21.83/hr
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Western Technical College District | Growth

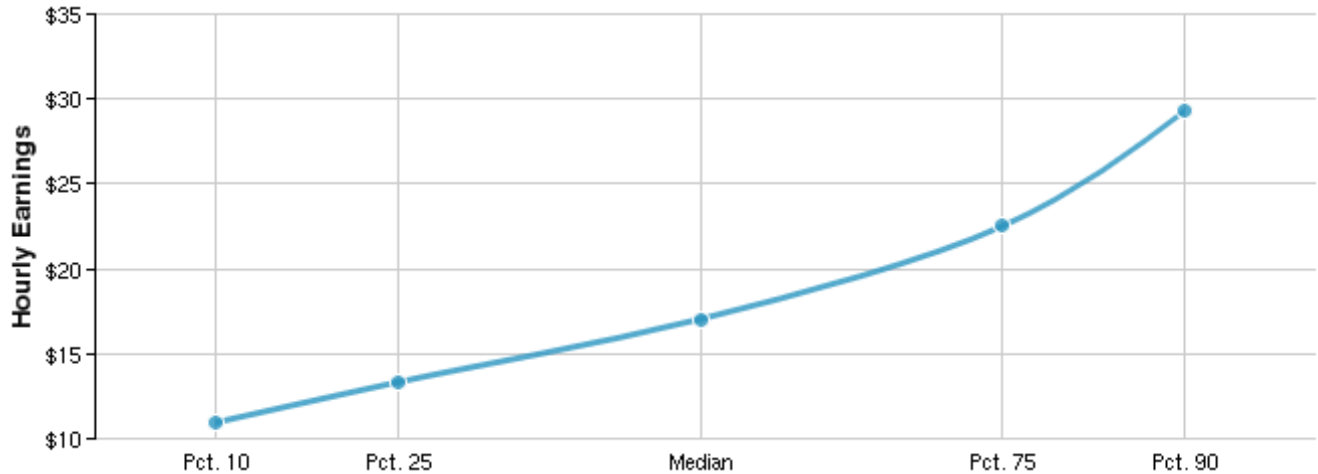
6,756 2015 Jobs	7,089 2019 Jobs	332 Change (2015-2019)	4.9% % Change (2015-2019)
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Occupation	2015 Jobs	2019 Jobs	Change	% Change
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	239	248	9	4%
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	112	123	11	10%
Advertising Sales Agents (41-3011)	117	104	-13	-11%
Sales Representatives, Services, All Other (41-3099)	629	665	36	6%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	1,322	1,388	66	5%
Customer Service Representatives (43-4051)	2,394	2,530	136	6%
Sales Managers (11-2022)	276	287	11	4%
First-Line Supervisors of Retail Sales Workers (41-1011)	1,506	1,565	59	4%
Sales and Related Workers, All Other (41-9099)	162	178	16	10%

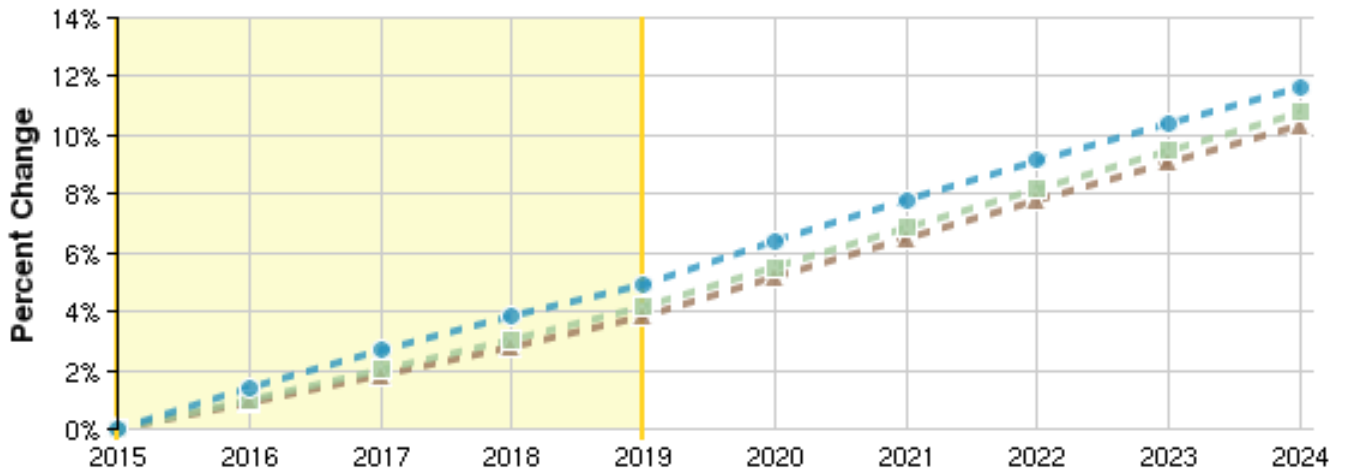
Western Technical College District | Percentile Earnings

\$10.96/hr 10th Percentile Earnings	\$17.04/hr Median Earnings	\$29.26/hr 90th Percentile Earnings
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Occupation	10th Percentile Earnings	Median Earnings	90th Percentile Earnings
First-Line Supervisors of Non-Retail Sales Workers (41-1012)	\$11.34	\$15.52	\$24.48
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)	\$22.81	\$35.01	\$55.68
Advertising Sales Agents (41-3011)	\$11.54	\$19.85	\$34.04
Sales Representatives, Services, All Other (41-3099)	\$10.17	\$16.37	\$32.64
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	\$13.48	\$22.81	\$44.68
Customer Service Representatives (43-4051)	\$9.15	\$13.59	\$20.35
Sales Managers (11-2022)	\$21.18	\$36.96	\$70.76
First-Line Supervisors of Retail Sales Workers (41-1011)	\$9.44	\$13.58	\$21.01
Sales and Related Workers, All Other (41-9099)	\$9.19	\$11.83	\$18.44

Regional Trends



Region	2015 Jobs	2019 Jobs	% Change
• Western Technical College District	6,756	7,089	4.9%
• State	158,618	165,219	4.2%
• Nation	7,816,077	8,116,148	3.8%

Educational programs

7 Programs (2012)	339 Completions (2012)
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Program	2008	2009	2010	2011	2012
Business Administration and Management, General (52.0201)	132	160	210	250	228
Marketing/Marketing Management, General (52.1401)	154	167	177	145	111
Business, Management, Marketing, and Related Support Services, Other (52.9999)	0	0	0	0	0
Fashion Merchandising (52.1902)	0	0	0	0	0

Program	2008	2009	2010	2011	2012
Sales, Distribution, and Marketing Operations, General (52.1801)	0	0	0	0	0

Inverse Staffing Patterns

Industry	Occupation Group Jobs in Industry (2014)	% of Occupation Group in Industry (2014)	% of Total Jobs in Industry (2014)
Telemarketing Bureaus and Other Contact Centers (561422)	507	7.6%	51.0%
Warehouse Clubs and Supercenters (452910)	269	4.0%	14.2%
Supermarkets and Other Grocery (except Convenience) Stores (445110)	198	3.0%	8.8%
Gasoline Stations with Convenience Stores (447110)	182	2.7%	9.1%
Corporate, Subsidiary, and Regional Managing Offices (551114)	168	2.5%	8.1%

Data Sources and Calculations

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.