

How to Find a Sales Job in a Challenging Market

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Sales jobs are some of the most dynamic, exciting, and lucrative roles out there. Provided you have the right mindset, and you're willing to build new sales skills over time, you can earn more than six figures without ever having to gain a college degree.

Unfortunately, while the job market is flourishing, with [93% of employers](#) investing in some form of hiring, finding the right sales job can be more complicated than it seems.??

If you don't already have a career in sales, a background in the right industry, or the right network connections, you might struggle to find a high-paying role.

Fortunately, we're here to help. Here's your guide to tracking down the ideal sales position.

The Challenges of Finding a Sales Job

The good news is that virtually anyone start a career in sales. Although some employers do prefer to hire people with specific credentials and certifications, you don't necessarily need a degree. You can even get a sales job with no experience if you're willing to start small.

However, a low barrier to entry doesn't necessarily mean finding the right sales job is easy. There are still challenges to overcome, such as:

- **Showcasing the right skills:** While you'll develop a lot of the skills you need to thrive in sales throughout your career, most employers will prioritize candidates with a few existing skills too. Showcasing transferrable skills from other roles that relate to sales, such as customer service, communication, and collaboration abilities, can improve your chances.
- **Finding a good fit:** Sales careers come in a variety of shapes and sizes, with different responsibilities for each professional. Before you start your job search, it's worth considering your career priorities. What kind of sales tasks do you want to get involved with, what sort of business do you want to work for, and what product or service are you interested in selling?
- **Building the right mindset:** If you want to work in sales, you'll need to cultivate the right mindset. It's important to show potential employers that you're passionate and enthusiastic about the role, and committed to constant learning. Doing your research into the company you want to work for, and highlighting how you're working on your sales skills can be helpful.
- **Developing knowledge:** As mentioned above, while you'll likely receive a lot of training on the job in an entry level sales position, you'll also be required to invest in your own education and research. [Joining sales forums](#), taking classes online, or attending webinars can show future employers your commitment to the role.

- **Competition:** Since sales is a lucrative career choice, there are a lot of professionals out there vying for the same role. If you want to stand out, you'll need to be able to draw attention to what makes you a good fit for your sales role. Practice interviewing, showcasing your skills, and highlighting your valuable attributes before meeting with a hiring manager.

How to Find a Sales Job: Top Strategies

While there are various challenges involved in getting your first sales role, figuring out where to look for opportunities is often one of the biggest hurdles. Relying on job postings issued on regular online forums and in local newspapers alone might not deliver the right results.

Fortunately, learning how to find a sales job doesn't have to be as complicated as it seems. Start by defining what you want out of a sales role, so you know what you're going to be looking for in each job listing. For instance, do you want to work with an agency, pursue a career as a sales representative, or start in customer service before moving into sales?

Once you've got a good idea of what you need from your role, you can explore some of the following avenues to find job opportunities:

1. Specialist Sales Job Boards

Sales job boards are website specifically designed to draw attention to the latest opportunities available in the sales landscape. Many options allow sales professionals to sort through listings based on location, required skills, and even potential income.

There are plenty of different options out there. For instance, [Rainmakers](#) is a website that allows sales professionals to showcase their profiles to a wide range of potential employers. Alternatively, [SalesJobs.com](#) is a comprehensive repository of sales jobs available in locations worldwide.

1. Develop Your Professional Network

Who you know can help you to land a sales job much faster than what you know in today's world. Even if you don't have any experience in sales yourself, connecting with other reps in the industry, joining forums, and following social media groups can help you discover new job opportunities.

You can even consider seeking out a mentor. A professional sales mentor will teach you all about the sales process, introduce you to new techniques, and help you track down new job opportunities. They can also work with you throughout your sales career, giving you guidance, feedback, and advice.

1. Use your Cold Calling Skills

Cold calling isn't just a technique you'll use regularly in a sales role, it can also be a valuable solution for finding sales rep jobs. Just as you would seek out potential leads in your sales profession by calling people who might have an interest in your product or service, you can take the same approach to connecting with hiring managers.

Look up sales agencies and companies in your area that you're interested in working with, and find their contact details. Reach out to the management or recruitment team, and ask them whether any opportunities might be available. You can even connect with companies through social media, over email, or in-person if you want to make an impact.

Finding the Best Sales Rep Jobs

There's no one-size-fits-all path to launching a career in sales. Some of the best sales professionals started their career in a completely different role, experimenting with customer service, or marketing, before they moved into a sales position.

While finding a sales job with no experience can seem like a daunting prospect, there are plenty of opportunities out there for ambitious individuals. With the right strategy and a versatile approach to tracking down potential roles, you'll be on your way to an amazing career in sales in no time.

You can even start building your network and exploring new opportunities today with the [Hard Skill Exchange](#). Join our sales-focused platform to learn more about the sales landscape, build your knowledge of the industry, and connect with like-minded professionals.??

HSE Team