

CAREER FACT SHEET

Sales Assistants (General)

Snapshot

Sales Assistants (General) sell goods and services, such as food, clothing, hardware, household appliances, office supplies and cosmetics, in retail and wholesale establishments.

How many are employed in this occupation?	511000
What are the average weekly earnings for full time workers?	\$422
How does unemployment compare with other occupations?	Average
What are the job prospects for this occupation?	High
What will be the likely future employment growth for the next five years?	Strong Growth

Main employing industries

Retail Trade; Accommodation and Food Services; Manufacturing; Wholesale Trade

Tasks

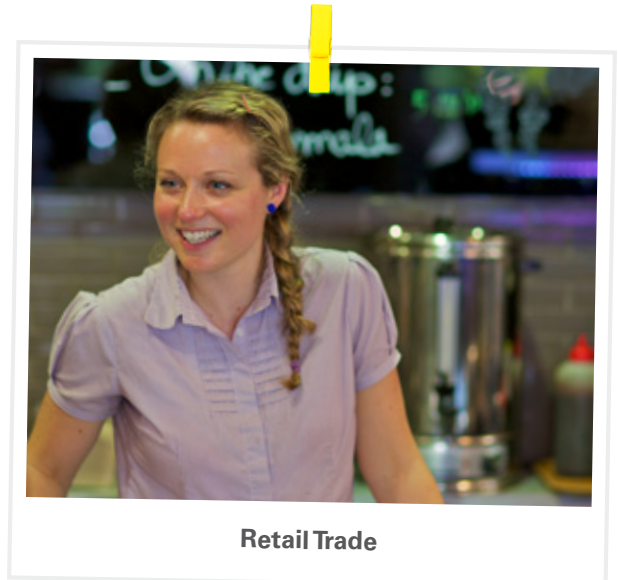
This occupation may include associated occupations with varying tasks.

- determining customer requirements and advising on product range, price, delivery, warranties and product use and care
- demonstrating and explaining to customers the establishment's goods and services
- selling food, beverages, clothing, footwear and other personal and household goods and services
- accepting payment for goods and services by a variety of payment methods and preparing sales invoices
- assisting with the ongoing management of stock such as product inventories and participating in stocktakes
- stacking and displaying goods for sale, and wrapping and packing goods sold.

INDUSTRY OVERVIEW

Retail Trade

If you're interested in selling products to customers, displaying goods for sale, or working in Retail operations then the Retail Trade industry could be the place for you to kick-start your career journey. The Retail industry is huge and covers a diverse range of products including groceries, personal-care items, white goods, apparel and motor vehicles. These goods are purchased from domestic or overseas manufacturers and wholesalers to be onsold (retailed) to local customers. There is more to the Retail trade than just selling products. A career in this industry could involve work in administration, customer service, employee relations, finance, inventory, loss prevention, merchandising or marketing. The supermarket and grocery category is the largest retail employer in Australia, followed by the pharmaceutical sector, so you could find your career starts right where you already do your own shopping! The increased popularity of buying and selling products and services over the internet has led to a growth in online retailing or electronic commerce (e-commerce) businesses, creating new job opportunities in what is a very exciting segment of the industry.



Possible job pathways

- Advertising and Sales Managers
- Bakers and Pastrycooks
- Checkout Operators and Office Cashiers
- Florists
- Models and Sales Demonstrators
- Pharmacy Sales Assistants
- Retail and Wool Buyers
- Retail Managers
- Retail Supervisors
- Sales Assistants (General)
- Sales Representatives
- Service Station Attendants
- Shelf Fillers
- Storepersons
- Street Vendors and Related Salespersons
- Technical Sales Representatives
- Telemarketers
- Visual Merchandisers

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