

# Sales and Salesmanship Occupations

## Labor Market Analysis: San Diego County

August 2020

### Summary



The brief provides labor market information about *Sales and Salesmanship Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. According to available labor market information, *Sales and Salesmanship Occupations* in San Diego County have a labor market demand of 8,911 annual job openings (while average demand for an occupation in San Diego County is 277 annual job openings), and five educational institutions in San Diego County supply 47 awards for these occupations, suggesting that there is a supply gap in the labor market. *Sales and Salesmanship Occupations* include “Retail Salespersons” and “Customer Service Representatives.” For both occupations, entry-level earnings are below the living wage; however, “Customer Service Representatives” have median earnings above the living wage. While a supply gap exists for these positions, this brief recommends proceeding with caution when developing a program because these occupations’ entry-level earnings are below the living wage. If the region’s community colleges decide to move forward with a new program, this brief recommends focusing on *Customer Service Representatives* because it consistently has a supply gap in the region, especially for technology sectors.<sup>1</sup>

<sup>1</sup> San Diego-Imperial Center of Excellence for Labor Market Research (COE) Opportunities for Career Education to Close the Middle-skill Jobs Gap (2018); Career Education Guides (2018 & 2019); and Regional and Subregional Profiles (2019).

## Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)<sup>2</sup> system:

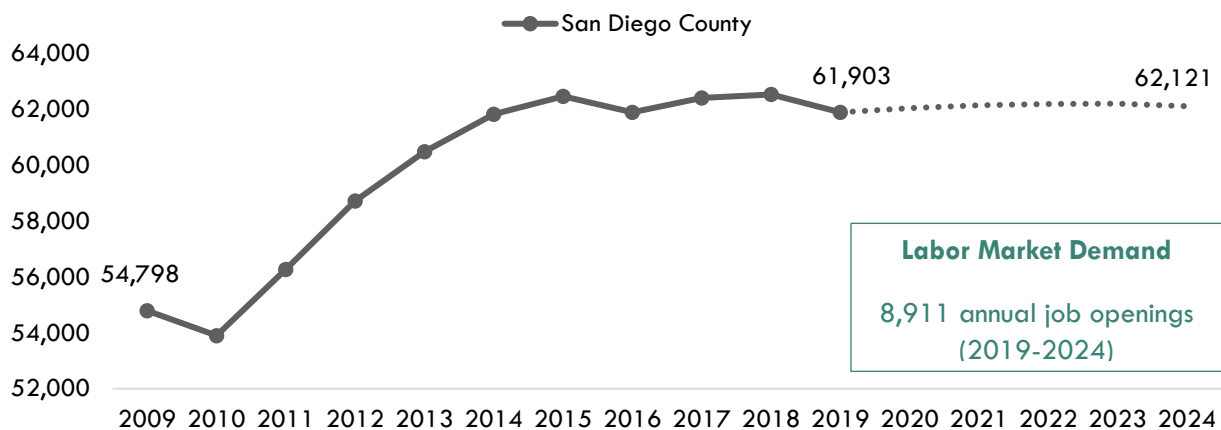
- **Retail Salespersons** (SOC 41-2031): Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers.
- **Customer Service Representatives** (SOC 43-4051): Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints. Excludes individuals whose duties are primarily installation, sales, or repair.

For the purpose of this report, these occupations are referred to as *Sales and Salesmanship Occupations*.

## Projected Occupational Demand

Between 2019 and 2024, *Sales and Salesmanship Occupations* are projected to increase by **218** net jobs or **zero** percent (Exhibit 1 a). During this period, employers in San Diego County are projected to hire **8,911** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1a: Number of Jobs for Sales and Salesmanship Occupations (2009-2024)<sup>3</sup>**



<sup>2</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

<sup>3</sup> EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

Exhibit 1b breaks down the projected number of jobs change by occupation more specifically. As Exhibit 1b shows, labor market demand for *Customer Service Representatives* is projected to increase the most by 458 total jobs between 2019 and 2024.

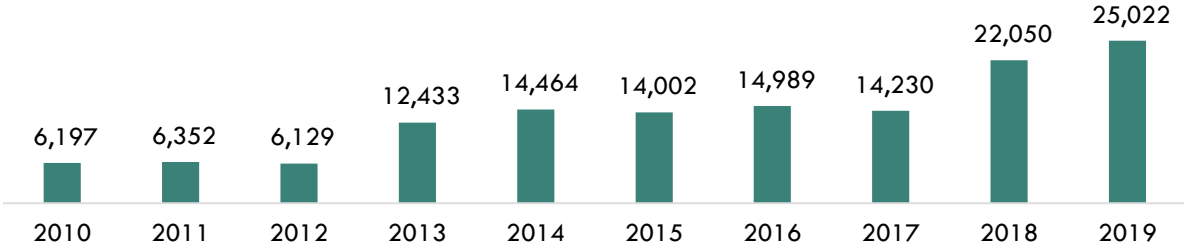
**Exhibit 1b: Number of Jobs for Sales and Salesmanship Occupations in San Diego County (2019-2024)**

Occupational Title	2019 Jobs	2024 Jobs	2019 - 2024 Net Jobs Change	2019-2024 % Net Jobs Change	Annual Job Openings (Demand)
Customer Service Representatives	19,463	19,921	458	2%	2,726
Retail Salespersons	42,440	42,200	(240)	(1%)	6,185
<b>Total</b>	<b>61,903</b>	<b>62,121</b>	<b>218</b>	<b>0%</b>	<b>8,911</b>

**Online Job Postings**

This report analyzes not only historical and projected data (traditional labor market information or LMI), but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market demand that are not captured by historical data. Between 2010 and 2019, there was an average of 13,587 online job postings per year in San Diego County for *Sales and Salesmanship Occupations* (Exhibit 2).

**Exhibit 2: Number of Online Job Postings for Sales and Salesmanship Occupations in San Diego County (2010-2019)<sup>4</sup>**



<sup>4</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2019.

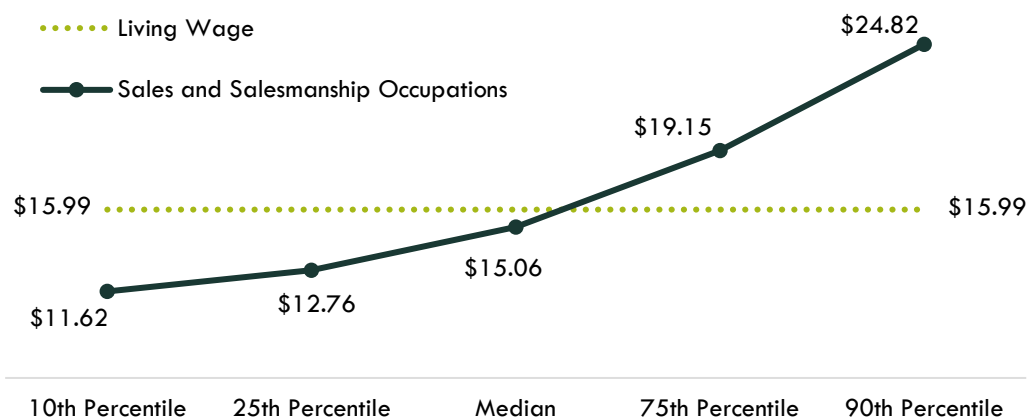
## Earnings

The median hourly earnings of *Sales and Salesmanship Occupations* range from \$12.82 to \$17.30 (Exhibit 3a). On average, the median hourly earnings for *Sales and Salesmanship Occupations* is \$15.06; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3b).<sup>5</sup>

**Exhibit 3a: Hourly Earnings for Sales and Salesmanship Occupations in San Diego County**

Occupational Title	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Customer Service Representatives	\$14.00	\$17.30	\$22.31
Retail Salespersons	\$11.52	\$12.82	\$15.99

**Exhibit 3b: Average Hourly Earnings<sup>6</sup> for Sales and Salesmanship Occupations in San Diego County<sup>7</sup>**



## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>8</sup> There are **four** TOP codes and **seven** CIP codes related to *Sales and Salesmanship Occupations* (Exhibit 4).

<sup>5</sup> "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. [insightccd.org/2018-self-sufficiency-standard](https://insightccd.org/2018-self-sufficiency-standard).

<sup>6</sup> 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

<sup>7</sup> EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

<sup>8</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](https://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](https://nces.ed.gov/ipeds/use-the-data)).

**Exhibit 4: Related TOP and CIP Codes for Sales and Salesmanship Occupations**

<i>Sales and Salesmanship Occupations</i>
TOP 050650: Retail Store Operations and Management
TOP 050940: Sales and Salesmanship
TOP 051800: Customer Service
TOP 130110: Consumer Services
CIP 19.0201: Business Family and Consumer Sciences/Human Sciences
CIP 19.0403: Consumer Services and Advocacy
CIP 52.0207: Customer Service Management
CIP 52.0212: Retail Management
CIP 52.0411: Customer Service Support/Call Center/Teleservice Operation
CIP 52.1803: Retailing and Retail Operations
CIP 52.1804: Selling Skills and Sales Operations

According to TOP data, **four** community colleges supply the region with awards for these occupations: **Grossmont College, MiraCosta College, Palomar College, and San Diego City College**. According to CIP data, **one** non-community college, **Ashford University**, supplies the region with awards (Exhibit 5).

**Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2014-15 through PY2018-19 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
050650	Retail Store Operations and Management	<b>6</b>	<b>0</b>	<b>6</b>
	• Grossmont	3	0	
	• MiraCosta	2	0	
	• Palomar	0	0	
	• San Diego City	1	0	
050940	Sales and Salesmanship	<b>1</b>	<b>0</b>	<b>1</b>
	• San Diego City	1	0	

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
52.0207	Customer Service Management	0	40	40
	<ul style="list-style-type: none"> <li>Ashford University</li> </ul>	0	40	
			<b>Total</b>	<b>47</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>9</sup> suggests that there is a **supply gap** for these occupations in San Diego County, with **8,911** annual openings and **47** awards. Comparatively, there are **99,963** annual openings in California and **465** awards, demonstrating that there is a supply gap across the state<sup>10</sup> (Exhibit 6).

### Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or <b>OverSupply</b>
San Diego	8,911	47	<b>8,864</b>
California	99,963	465	<b>99,498</b>

**Please note:** This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

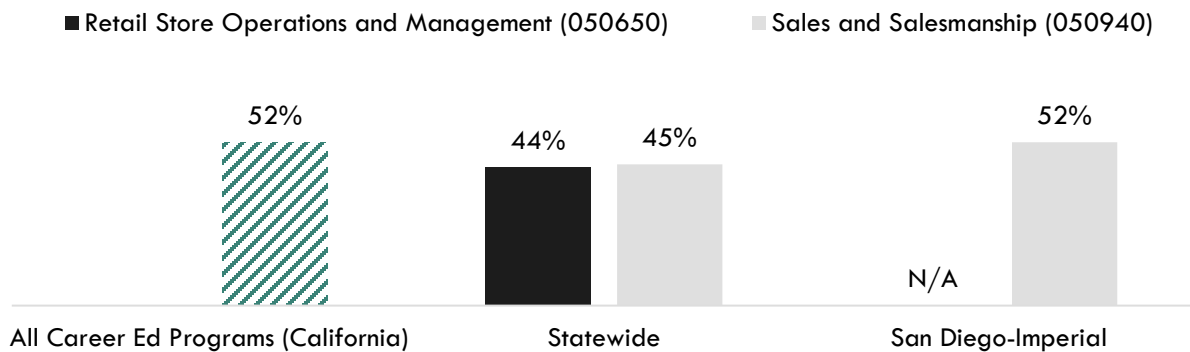
<sup>9</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>10</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

## Student Outcomes and Regional Comparisons

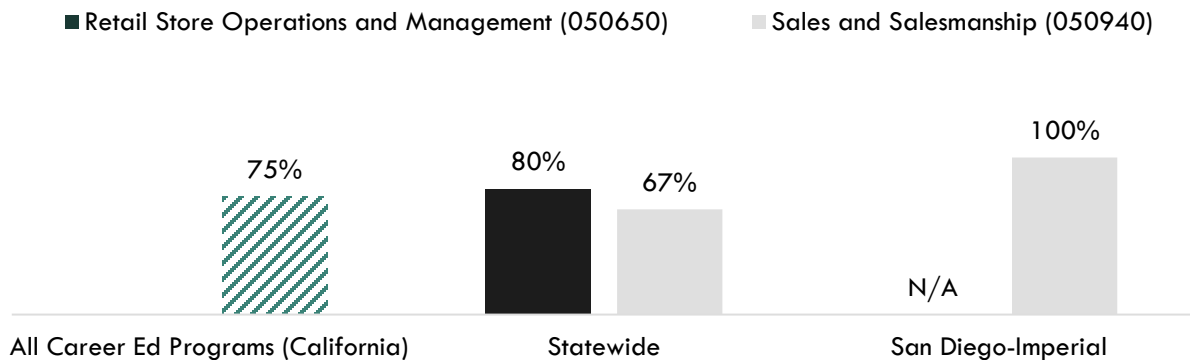
According to the California Community Colleges LaunchBoard, 52 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Sales and Salesmanship Occupations*, compared to 44 to 45 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 7a).<sup>11</sup>

**Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2017-18<sup>12</sup>**



According to the California Community Colleges LaunchBoard, 100 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a related program, compared to 67 to 80 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 7b).<sup>13</sup>

**Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2016-17<sup>14</sup>**



<sup>11</sup> California Community Colleges Strong Workforce Program,<sup>TM</sup> California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>12</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

<sup>13</sup> California Community Colleges Strong Workforce Program,<sup>TM</sup> California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>14</sup> Most recent year with available data is Program Year 2014-15. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

## Top Employers and Work Locations

Between January 1, 2017 and December 31, 2019, the top five employers in San Diego County for these occupations were [Macy's](#), [Lowe's Companies](#), [Scripps Health](#), [Target](#) and [Sprint Corporation](#) (Exhibit 8).

### Exhibit 8: Top Employers in San Diego County for Sales and Salesmanship Occupations<sup>15</sup>

Top Employers	
<ul style="list-style-type: none"><li>• Macy's</li><li>• Lowe's Companies, Inc.</li><li>• Scripps Health</li><li>• Target</li><li>• Sprint Corporation</li></ul>	<ul style="list-style-type: none"><li>• Nordstrom</li><li>• Best Buy</li><li>• 24 Hour Fitness</li><li>• Petco</li><li>• Dick's Sporting Goods Inc.</li></ul>

## Skills, Education, and Certifications

*Sales and Salesmanship Occupations* have a national educational requirement ranging from [no formal educational credential](#) to a [high school diploma or equivalent](#) (Exhibit 9a).

### Exhibit 9a: National Educational Attainment for Sales and Salesmanship Occupations<sup>16</sup>

Occupational Title	Typical Entry-Level Education
Customer Service Representatives	High school diploma or equivalent
Retail Salespersons	No formal educational credential

Based on online job postings between January 1, 2017 and December 31, 2019 in San Diego County, the top listed educational requirement for *Sales and Salesmanship Occupations* is a [high school or vocational training](#) (Exhibit 9b).<sup>17</sup>

<sup>15</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

<sup>16</sup> EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.



**Exhibit 9b: Educational Requirements for Sales and Salesmanship Occupations in San Diego County<sup>18</sup>**

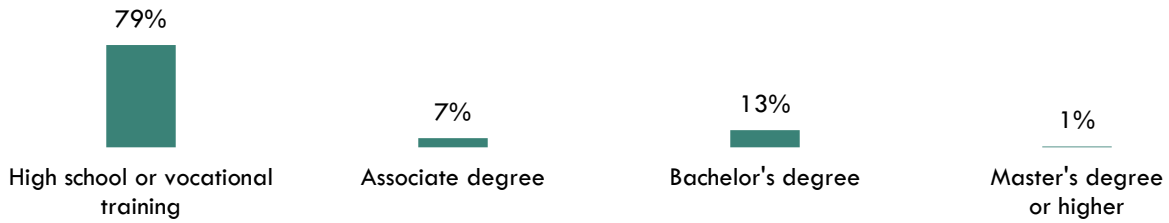


Exhibit 10 lists the top specialized, soft and software skills that appeared in online job postings between January 1, 2017 and December 31, 2019.

**Exhibit 10: Top Skills for Sales and Salesmanship Occupations in San Diego County<sup>19</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Sales</li> <li>• Retail Industry Knowledge</li> <li>• Customer Contact</li> <li>• Scheduling</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Organizational Skills</li> <li>• Physical Abilities</li> <li>• Teamwork / Collaboration</li> <li>• Computer Literacy</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft Word</li> <li>• Microsoft PowerPoint</li> <li>• Microsoft Outlook</li> <li>• Palm OS</li> </ul>

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<sup>18</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>19</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

### **Important Disclaimers**

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.