



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

सेल्स प्रतिनिधि

A Sales Representative explains products or services, understands customer needs and closes the sale - in a shop, showroom, field or over the phone. Speaking well, persuading and winning trust are the real capital of this career.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/gen-6727

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Sales Representative explains products or services, understands customer needs and closes the sale - in a shop, showroom, field or over the phone. Speaking well, persuading and winning trust are the real capital of this career.

2 At a glance

Minimum qualification	Class 12 (commerce preferred); B.Com/marketing diploma speeds growth
Work mode	Shop/showroom or field; 8-12 hour days, target-based
Demand	Evergreen in retail, FMCG, pharma and e-commerce
Top earning	₹80,000+/month at senior level including incentives

3 What you need

INTERESTS

- Enjoy selling things and closing deals
- Enjoy persuading and convincing people
- Comfortable talking to all kinds of people

ABILITIES

- Effective communication and listening
- Quick with numbers and bargaining
- Resilience to face rejection and try again

KEY SKILLS

- Product knowledge and giving demos
- Negotiation and deal-closing skills
- Identifying customer needs
- Maintaining billing, stock and order records

- Maintaining customer relationships (repeat sales)
- Using digital payments and CRM apps

4 How to get there

- 1 Pass Class 12 (commerce stream preferred).
- 2 You can start gaining experience as a shop/showroom sales assistant.
- 3 Do a B.Com/BBA or a diploma in marketing/retail management.
- 4 Join an FMCG, pharma, auto or retail company as a Sales Representative.
- 5 Meet targets and move up to sales associate/store manager or area sales roles.

MAIN EXAMS

- CUET-UG (for B.Com/BBA in central universities); state universities mostly admit on merit

5 Where to study

GOVERNMENT INSTITUTES

- राजस्थान विश्वविद्यालय (वाणिज्य संकाय) — Jaipur, Rajasthan (<https://www.uniraj.ac.in/>)
- जयनारायण व्यास विश्वविद्यालय — Jodhpur, Rajasthan
- महर्षि दयानंद सरस्वती विश्वविद्यालय — Ajmer, Rajasthan
- राजकीय वाणिज्य महाविद्यालय — Kota/Jaipur, Rajasthan

PRIVATE INSTITUTES

- BITS Pilani — Pilani, Rajasthan (<https://www.bits-pilani.ac.in/>)
- Manipal University Jaipur — Jaipur, Rajasthan (<https://jaipur.manipal.edu/>)

ONLINE

- स्वयं (SWAYAM) - कॉमर्स/मार्केटिंग कोर्स — Online (<https://swayam.gov.in/>)
- इग्नू (IGNOU) - बीकॉम/डिप्लोमा — Online/Distance (<https://www.ignou.ac.in/>)

FEES

B.Com fees in government colleges are roughly ₹5,000-30,000 per year; private degrees/diplomas can cost ₹1,00,000-3,00,000. Many sales jobs start right after Class 12 without major course fees.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com/>)
- सामाजिक न्याय एवं अधिकारिता विभाग, राजस्थान छात्रवृत्ति (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Shops, showrooms, malls, company field territories and tele-sales centres - anywhere products or services are sold.

WORK CULTURE

Working 5-6 days a week for 8-12 hours a day is common, with festival seasons busier. In the target-driven environment incentives boost earnings; opportunities exist for persons with disabilities.

WHO HIRES

- | | |
|---|---|
| • FMCG companies (HUL, Amul, Dabur) | • Retail chains and showrooms (Reliance Retail, Vishal Mega Mart) |
| • Automobile dealerships | • Pharma companies (medical representative) |
| • Insurance, banking and telecom services | • E-commerce and D2C brands |

DEMAND (2026)

Every business needs selling, so in 2026 sales representative remains among the most-hired roles in India. With retail chains, pharma and e-commerce reaching Rajasthan's smaller towns, local opportunities abound.

7 Career growth

- 1 Sales assistant / shop assistant
- 2 Sales Representative / Sales Executive
- 3 Senior sales associate / team lead
- 4 Store manager / area sales manager
- 5 Regional sales manager or own distribution/wholesale business

EARNINGS

Starting	₹10,000-18,000
Mid level	₹20,000-35,000
Senior level	₹40,000-80,000+

Per the Rajasthan career portal (PayScale source) salesperson income has ranged about ₹7,000-42,000 per month; in 2026 strong performers earn much more with incentives and commissions. Pharma and auto sales pay better.

8 The good parts · The challenges

The good parts

- Job openings in every industry and city
- Earnings grow with effort through incentives
- Selling skills help in starting your own business

The challenges

- Daily target pressure and uncertain incentives
- Long hours standing or travelling in the field
- Facing customer refusals and rejection

9 Real-life journeys

C. K. Ranganathan

From selling shampoo sachets on a bicycle to founder-chairman of CavinKare

C. K. Ranganathan of Cuddalore (Tamil Nadu) launched Chik shampoo with just ₹15,000, personally cycling shop to shop to sell sachets in the early days. His sales insight of tiny sachets priced for the customer's pocket grew CavinKare into a company worth over ₹1,400 crore. His story proves selling skill is the greatest business school.

The Weekend Leader · <https://www.theweekendleader.com/Success/2685/the-giant-killer.html>

Chinu Kala

Door-to-door salesgirl turned founder of Rubans Accessories

Leaving home at 15 with just ₹300, Chinu Kala sold knife sets door to door in Mumbai, where doors shut daily and every 'no' taught a lesson. That selling skill helped her build Bengaluru jewellery brand Rubans Accessories, now a multi-crore business. She says sales taught her to read the customer's pulse.

The Better India · <https://thebetterindia.com/193124/bengaluru-woman-entrepreneur-chinu-kala-rubans-accessories-inspiring-india/>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Customer Care Executive
- Visual Merchandiser
- Business Development Coordinator

11 Sources & further reading

1. Rajasthan Career Guidance - Salesperson/Sales Representative — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b8%e0%a5%87%e0%a4%b2%e0%a5%8d%e0%a4%b8%e0%a4%aa%e0%a4%b0%e0%a5%8d%e0%a4%b8%e0%a4%a8-%e0%a4%b8%e0%a5%87%e0%a4%b2%e0%a5%8d%e0%a4%b8-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%a4%e0%a4%bf%e0%a4%a8/>
2. National Career Service (NCS) — <https://www.ncs.gov.in/>
3. SWAYAM portal - commerce courses — <https://swayam.gov.in/>
4. NIRF Rankings — <https://www.nirfindia.org/>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

career.gssjethantri.in