



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

विक्रेता

A salesperson or sales & marketing professional connects a company's products or services with customers and drives revenue. The career rests on communication, building trust, and hitting targets. For hardworking, people-friendly...



Scan for everything on this career

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

career.gsssjethantri.in/#/career/salesperson

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 salesperson or sales & marketing professional connects a company's products or services with customers and drives revenue. The career rests on communication, building trust, and hitting targets. For hardworking, people-friendly students it offers an early start with modest qualifications and a clear path to senior roles and strong earnings.

2 At a glance

Min. qualification	Class 12 pass (graduation preferred)
Work mode	Field + office, with travel
Demand (2026)	Very high and growing
Top earning	₹50 lakh–1 crore+/year

3 What you need

INTERESTS

- Meeting people and conversing
- The thrill of targets and competition
- Understanding products and markets

ABILITIES

- Persuasive communication skills
- Confidence and patience under pressure
- Reading customer needs

KEY SKILLS

- Selling and negotiation
- Customer relationship management (CRM)
- Digital and social media marketing
- Basic numeracy and reading data
- Deep product knowledge
- Target planning and time management
- Handling rejection and persistence

4 How to get there

- 1 Open after Class 12 in any stream; good communication and confidence matter most.
- 2 A graduation in any stream or a BBA strengthens your profile.
- 3 Start as a sales executive / field sales rep to gain experience.
- 4 Keep building communication skills and product knowledge.
- 5 Growth is fast and performance-driven (meeting targets).
- 6 An optional MBA in marketing helps for senior roles.

MAIN EXAMS

- Usually no mandatory exam; MBA entrances like CAT/MAT/CMAT help for growth.

5 Where to study

GOVERNMENT INSTITUTES

- University of Rajasthan (BBA/B.Com/MBA – Marketing) — Jaipur (<https://www.uniraj.ac.in/>)
- MNIT Jaipur – Department of Management Studies (MBA) — Jaipur (<https://mnit.ac.in/>)
- IIM Udaipur (MBA – Marketing) — Udaipur (<https://www.iimu.ac.in/programs/>)
- IIM Ahmedabad (MBA – Marketing) — Ahmedabad (<https://www.iima.ac.in/>)

PRIVATE INSTITUTES

- Manipal University Jaipur (BBA/Integrated MBA – Marketing) — Jaipur (<https://www.jaipur.manipal.edu/fomca/bba-integrated-mba.php>)
- Amity University Rajasthan (BBA/MBA – Marketing) — Jaipur (<https://www.amity.edu/jaipur/>)
- JECRC University (BBA/MBA) — Jaipur (<https://www.jecrcuniversity.edu.in/>)

ONLINE

- HubSpot Academy – Free Sales courses — Online (<https://academy.hubspot.com/>)
- Google Digital Garage – Digital Marketing — Online (<https://grow.google/>)
- Coursera – Sales & Marketing courses — Online (<https://www.coursera.org/>)

FEES

Govt college BBA/B.Com roughly ₹5,000–₹30,000/year; private BBA/MBA ₹80,000–₹5 lakh/year; IIM MBA ₹15–25 lakh (full course). Many online sales courses are free.

SCHOLARSHIPS

- National Scholarship Portal (NSP) (<https://scholarships.gov.in/>)
- Rajasthan SJE Scholarship Portal (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Shops, showrooms, markets, corporate offices, customer sites, and remote selling via phone/digital.

WORK CULTURE

Target-driven, fast-paced environment; teamwork, competition, travel and flexible hours are common.

WHO HIRES

- FMCG companies (Hindustan Unilever, ITC, Dabur)
- Real estate and housing companies
- Pharma companies (medical representatives)
- Retail & e-commerce (Reliance Retail, Amazon, Flipkart)
- Insurance & finance (LIC, HDFC, Bajaj)
- Telecom and automobile companies

DEMAND (2026)

Every industry needs people who can sell, so demand for sales professionals stays very high in 2026; the rise of e-commerce and digital marketing is expanding opportunities even faster.

7 Career growth

- 1 Sales Executive / Field Sales Representative
- 2 Senior Sales Executive / Territory Sales Officer
- 3 Area / Regional Sales Manager
- 4 National Sales Head / VP – Sales

EARNINGS

Starting	₹2-3.5 लाख/वर्ष (+ इंसेंटिव)
Mid level	₹6-12 लाख/वर्ष
Senior level	₹25 लाख-1 करोड़+/वर्ष

Pay is often salary + commission/incentives; hitting targets can push total earnings much higher. Figures vary by company, city and industry.

8 The good parts · The challenges

The good parts

- Early entry with modest qualifications and fast promotions
- Uncapped earning potential through incentives
- Opportunities in every industry and a strong network

The challenges

- Constant target pressure and stress
- Irregular hours and frequent travel
- Facing rejection repeatedly

9 Real-life journeys

Bhavna Juneja

Serial entrepreneur; Founder, Spectra Shades International

Bhavna Juneja began selling home décor door-to-door in Delhi at age 16-17 and, on the strength of her selling skills, supplied giants like Walmart and Macy's and went on to build several million-dollar companies — proof that starting in sales can lead to big success.

YourStory · <https://yourstory.com/herstory/2020/08/woman-entrepreneur-salesperson-million-dollar-businesses>

Kishore Biyani

Founder, Big Bazaar & Future Group; 'India's Retail King'

Rising from a modest family fabric-trading background, Kishore Biyani built Pantaloons and launched Big Bazaar in 2001, pioneering modern Indian retail. His deep understanding of customers and selling earned him the title 'India's Retail King'.

Wikipedia · https://en.wikipedia.org/wiki/Kishore_Biyani

10 Sources & further reading

1. National Career Service (Govt. of India) — <https://www.ncs.gov.in/>
2. HubSpot Academy – Sales training — <https://academy.hubspot.com/>
3. Google Digital Garage – Digital marketing — <https://grow.google/>
4. National Scholarship Portal — <https://scholarships.gov.in/>



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