



National Occupational Framework: Commercial and Technical Sales

Commercial and technical sales representatives sell goods produced by wholesalers or manufacturers to businesses, government agencies, and other organizations. They contact customers, explain product features and answer questions, negotiate prices, and prepare sales contracts. They also conduct follow-up visits to ensure that equipment is functioning properly.

Commercial and Technical Sales
National Occupational Framework
<https://urban.is/4ivlMai>



Apprenticeship: A Solution for Recruiting and Training Commercial and Technical Sales Representatives

Apprenticeship programs combine learning on the job and in the classroom to train workers in the exact skills needed by employers. Commercial and technical sales representatives play an important role in connecting businesses and other organizations with a range of products and technologies that can meet their needs. Apprenticeships can equip these workers with the sales, customer service, and technical knowledge and skills needed to enter and succeed in this important occupation.



Apprenticeship Benefits:

90%
employment retention for apprentices

86%
of employers with programs recommend apprenticeship

\$1.44
return on investment for every dollar spent

WHAT'S INCLUDED IN A NATIONAL OCCUPATIONAL FRAMEWORK?

- background information to help you learn more about the occupation
- comprehensive list of the competencies apprentices need to do the job
- building blocks of information for employers developing a registered apprenticeship program

Questions? Visit the National Apprenticeship Resource Hub at apprenticeships.urban.org or contact the Urban Institute at apprenticeship@urban.org.



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