

# Let's Talk Business

## For TRSM Students

These reports describe industry sectors and career paths of interest to TRSM students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Updated September 2024

## Every Company Needs A Good Salesperson

This might shock you, but what if I told you that there are 1,390,000 salespeople in Canada! It shouldn't be that surprising as selling products and services, and being good at it, is core to the success and profitability of all companies. Every company needs someone that can "sell" something, whether it be a product, service, or even an idea.



### \$4.15B

In Annual Sales  
Across Canada<sup>1</sup>



### 1,390,000

Individual Sales Consultants In  
Canada<sup>2</sup>



### 230+

Direct Selling Model  
Companies in Canada<sup>3</sup>

## What Does Mark Cuban Have To Do With Sales?

If you're familiar with the NBA, or the TV show "Shark Tank", there's a good chance that you know who Mark Cuban is. A multi-billionaire and owner of the Dallas Mavericks, he also has a few words to say about the value of sales experience.

*"I would get a job as a bartender at night and a sales job during the day, and I would start working. Could I become a multimillionaire again? I have no doubt."*<sup>4</sup>

- Mark Cuban

Want to hear  
more from  
Cuban?  
Click on his  
face.



As someone who started his career in sales, Mark Cuban definitely knows a thing or two about how sales experience can set you up for success. Want to learn about some other successful business people who started off in sales? [Click here.](#)

## Let's Talk About The Money!

The average base salary for a Sales Representative in Canada is \$49,741<sup>5</sup> however commission often plays a large part in how much money you take home at the end of every year. Want more details regarding common positions and how much they pay? [Click here.](#)

## Which Companies Are Hiring?

Like we mentioned earlier, salespeople are needed across hundreds of companies, and dozens of industries, but which companies need them the most? Well the answer to that would be the biggest B2C, and B2B companies. B2C, meaning “Business to Consumer” deals primarily with selling products to consumers like you and me, think Nike or Apple. B2B companies on the other hand, meaning “Business to Business” are more geared towards selling their products or services to other businesses, companies such as SAP or Salesforce.



## Meet An Alum!



Unstoppable Domains  
**RYANING**



Meet Ryan Ing, a TRSM Alum who is currently working at Unstoppable Domains. He majored in Business Technology Management at Toronto Metropolitan University and discovered his love for sales during his co-op term at IBM where he was one of the few students nationwide chosen for their Summit Internship, IBM’s premier internship for consultative sales. He’s also worked in sales roles for IBM and Oracle. As a student, Ryan was a part of the Ted Rogers Sales Leadership program. [Click here](#) to go to their website.

Ryan also writes a fantastic blog where you can find out more about him, his experiences in sales, and dozens of incredible tips from someone who’s been in the field. [Click here](#) for more.

[Ryan’s LinkedIn Profile](#)

## If You Wish to Be In Sales, Make Sure To Learn Salesforce

Salesforce, alongside many other CRM (Customer Relationship Management) software systems play a pivotal role in streamlining customer data to improve the marketing, customer service, and sales

While there are dozens of CRM applications out there, Salesforce continues to be the most widely used by businesses.



**64%**

Of sales professionals use CRM software <sup>6</sup>



**114%**

Increase in CRM software usage since 2016 <sup>7</sup>



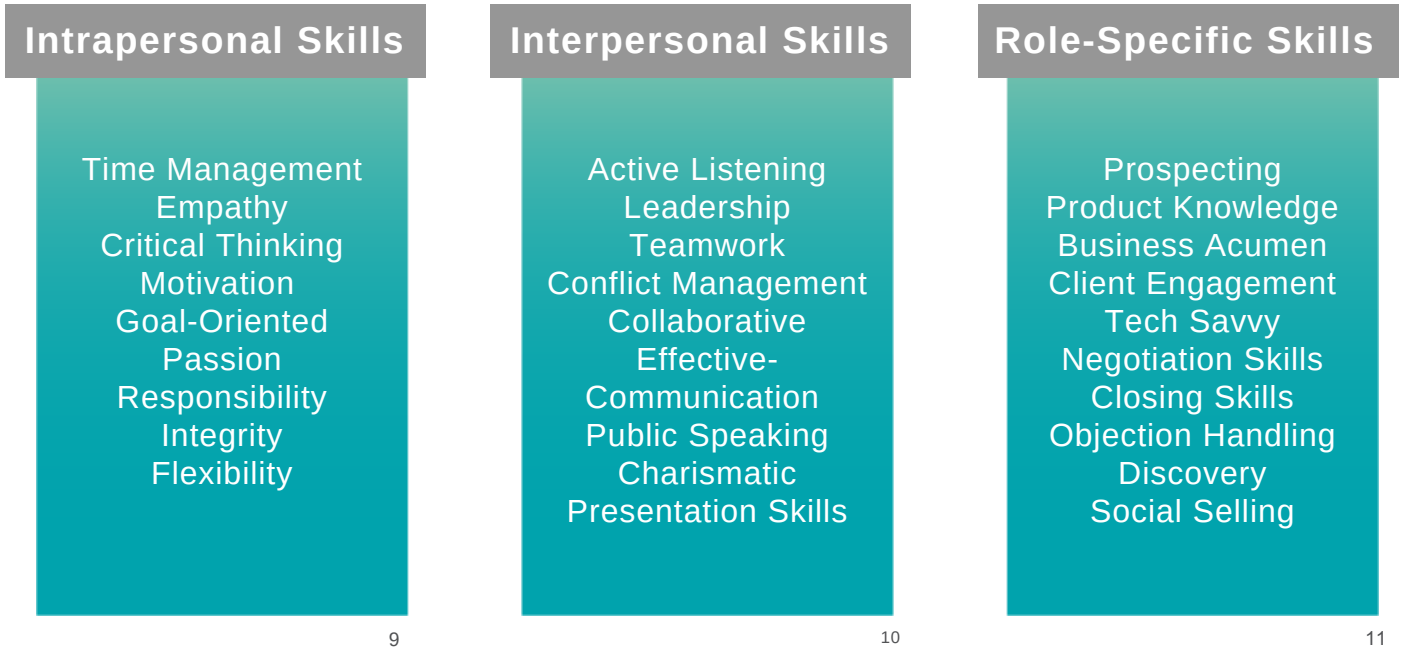
**28%**

Of millennials think CRM applications are **extremely** critical to their success <sup>8</sup>

# Do You Have the Skills To Succeed in Sales?

It's no secret that individuals who possess certain skills are more successful than their peers in sales. Assertiveness, confidence, and resilience are just a few of the key skills that make up a successful salesperson.

We've searched around and found the skills that are mentioned most when employers are evaluating a salesperson's proficiency:



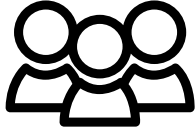
If you want a more specific rundown of the skills you'll need to succeed in the sales field, you might be interested in checking out the Canadian Professional Sales Association (CPSA). On their website, you'll be able to hear what experienced sales professionals have to say about the unique skills specifically relating to salesmanship.

Also on their website, you'll find the "Competency Framework" tab that addresses the most significant aspects of sales. There's also a guide that you can use as a reference to better understand the types of skills needed to succeed, and tips that will help you develop them.



Above you'll find the Competency Framework Diagram, to better understand it, click [here](#) to go directly to the Competency Framework guide by the CPSA.<sup>12</sup>

## Want to Learn More for Free?



### TRSM SLP

Join the Ted Rogers School of Management Sales Leadership Program, and participate in a variety of different activities to learn how to become a better sales leader. Learn more [here](#).

[@trmsales](#)



### CPSA

The *Canadian Professional Sales Association* is dedicated to teaching, training, and advising individuals on how to improve their sales skills. Want to learn more? Check out their [website](#).



### GCSC

Interested in testing your skills? *The Great Canadian Sales Competition* is a yearly competition between aspiring sales professionals in post-secondary schools. The GCSC website is also a great resource for learning how to get your foot in the sales workforce. Learn more [here](#).

## Visit the Business Career Hub

### Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming [events](#).



### Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps](#).



### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



### Career Consultant Contributor Paige Fong

Paige is Career Consultant and TRSM Alumni, with talent acquisition experience in the public sector and non-profits. She is passionate about career development, building meaningful relationships, and empowering others to apply their strengths.



### Student Contributor Naimul Haque

Naimul is a 3rd year BTM Co-op student, working at the BCH as the Hub Insights Assistant. He is passionate about providing value through analytical and project management skills.

### Data Sources

- 1 - 3 DSA (2020) [Direct Selling Association: Industry Statistics and Research](#)
- 4 Haden, J. (2017) [Mark Cuban Says the Success in Any Field is The Same](#)
- 5 Payscale (2021, September) [Average Sales Representative Salary in Canada](#)
- 6-8 Beam, S. (2021, February) [2021 CRM Statistics and Trends](#)
- 9-11 Altschuler, M. (2020, December) [Top 30+ Skills You Need to Become a Great Sales Rep](#)
- 12 CPSA (2017, October) [Sales Professional Competency Framework](#)