

THE QUALIFICATIONS OF THE SALES MANAGER TOWARDS THE NEEDS OF LABOR MARKET

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ABSTRACT

The objective of this study is to examine key words representing the qualifications and skills required in sales manager positions, so as to comprehend what the labor market demands and what skills are required. The data obtained from three job search websites were first analyzed by AntConc to identify the top five words associated with the attributes: hard skills and soft skills. The data were then categorized by using Microsoft Excel to determine the characteristic and competency-based themes for the qualifications and skills for the Sales Manager position. The results of the study can be summarized as follows: 1) The sales profession must meet the requirements for the position of sales manager in the job market. When considering these factors, the educational credentials come first in terms of abilities, work experience, gender, and age. 2) Regarding hard skills for career in sales, the results show that people management skills, computer skills, analytical skills, strategic proactive skill, and the acquisition of expert performance. 3) For soft skills, the results report the top five soft skills concerning teamwork, attitudes, time management, leadership, and problem-solving skills. The implications of the study are discussed in this paper.

Keywords: Hard Skills, Qualifications, Sales career, Soft skills

INTRODUCTION

Regarding the spread of the COVID-19 pandemic, the global economy, including Thailand, has collapsed and disruptions have emerged. Most industries use AI computers instead of workers [1], which affects the unemployment situation, such as fresh graduates, which is reflected on the problem of the Thai labor force, for example, there were 4.36 hundred thousand for the number of unemployed in July 2019 from the National Statistics Office, which increased by 7.3 thousand compared to the same point in 2018.

Furthermore, the forecast of future job transformations has revealed that transformations will occur in twenty economic sectors and twelve industries [2]. For this reason, new graduates and workers must constantly prepare and develop themselves in terms of learning, knowledge, adaptability for attitude, problem solving skills, and language skills [3]. It is also necessary to research labor market' trends.

The labor market needs fluctuate all the time, so the researchers investigated what careers are needed for the market across the different websites for top ten rank. The results showed that sales is one of the jobs that the labor market needs. So, we are strongly interested in the in

the qualifications of sales managers in relation to labor market needs. The entrepreneurs considered for the Sales Manager position must have a wide range of knowledge and skills, including both hard and soft skills, which are factors and skills required by the job market.

There are two skills that new graduates and employees should be familiar with in to work in the current market. The specific competencies, knowledge, and abilities required to perform in specific job are referred to “hard skills”. Learners can benefit from research, practice, and professional development. Soft skills, on the other hand, are a creative way of working and coordinating with others. [4]

The elements of acquiring hard skills consist of:

1. Cloud computing is a necessary skill to manage a network and many securities online. Because many companies use technology to collect data, especially those dealing with data information, using data storage and servers to transfer important information.

The more companies use technology to store data from the Internet, the more they are engaged themselves in data information. Therefore, it is very important to be able to manage networks and online security, resulting in people with this talent get a higher opportunity in the job market.

2. Computerized intelligence refers to the use of Artificial Intelligence (AI), a skill that is evolving from a basic learning component into a wide variety of skills. Artificial intelligence technology is currently being used to improve numerous technological products, which is convenient for daily life.

3. Critical thinking and problem solving involves involve critical thinking and problem solving, which includes consideration of management and strategy. This talent is required in today’s environment for planning and directing business growth, profits, and revenues, as well as the overall of the industry.

4. Human Resource Management is the ability to manage human resources which is very crucial for employees to resolve disputes. As management and administration are tools to enable smooth operations in companies, these are the talents that the labor market needs most.

5. UX Design

The UX is derived from user experience, and social networks are now an important factor to reach out target audiences and customers. UX design is the ability to create and design communication technology via the Internet system in a user-friendly manner. A website and an application are examples of UX design skills required in labor markets.

The following are the components of the knowing skills (Soft skills):

1. Creativity is a unique skill that each individual possesses; it is difficult to replicate with a machine or artificial intelligence because it originates from the brain, that generates an initiated thought and establishes an effective and outstanding innovation. This is very useful for creating and developing new things.

2. Persuasive speaking, the ability to persuade others, is crucial for building relationships, coordinating efforts, encouraging collaboration, and reducing conflict. When someone has this talent, they can invite many people to participate in the productivity activity. Therefore, teamwork in an organization requires this talent.

3. Collaborating with others is necessary for successfully completing a task. Effective collaboration can enable group work, which reduces conflict and leads to beneficial outcomes.

4. Adaptability concerns the ability that everyone needs to develop. It is the first lesson that all people must learn. We have to change because there are different age groups. People who cannot adapt will struggle and may impact on the organization.

5. Time management means that a worker who manages his/her time effectively, balancing his personal and professional life. It can improve productivity and effectiveness, which is great for a variety of procedures as well as businesses.

Soft skills, which are essential in the company, should be combined with knowledge competencies or hard skills. Therefore, the researcher is interested in studying the requirements for sales careers, specifically a sales manager position. To do this, the researcher collects information from job advertisements on the *Jobs DB*, *Job Thai* and *Jobbkk* websites, analyzes the needs and determines the required qualifications in each business organization, including both hard skills and emotional and soft skills, and determines which one is especially among university graduates or those interested in sales are asked about their career choice.

OBJECTIVE

1. To study which types of hard skills and soft skills are necessary for entrepreneurs by emphasizing sales career, and sales manager positions

METHODOLOGY

To explore and analyze job qualifications required by the labor market from the data collected by researchers, 200 pieces of information from job advertisements from three website www.jobsDB.com, www.jobbkk.com and www.jobthai.com in 2021. The data were processed, and then analyzed using the AntConc program to identify the top five words related to hard skills and soft skills qualifications. After that, these words were used as themes to categorize qualifications and skills in Microsoft Excel for sales manager positions and to separate qualifications and skills. Then the researcher summarized each theme and ranked the highest in descending order.

RESULTS

The results obtained from 200 job advertisements associated with the required qualities for the sales manager in the labor market. The results are summarized as follows:

Table 1
Desirable Qualifications of a Sales Manager

No.	Qualifications		Frequency from 200 companies	Percentage
1	Degree	Bachelor's Degree in any field	166	31.32
2	Skills	English	160	30.19
3	Experience	6 - 10 years	90	16.98

No.	Qualifications		Frequency from 200 companies	Percentage
4	Gender	Female	65	12.26
5	Age	24 – 34 years	49	9.25

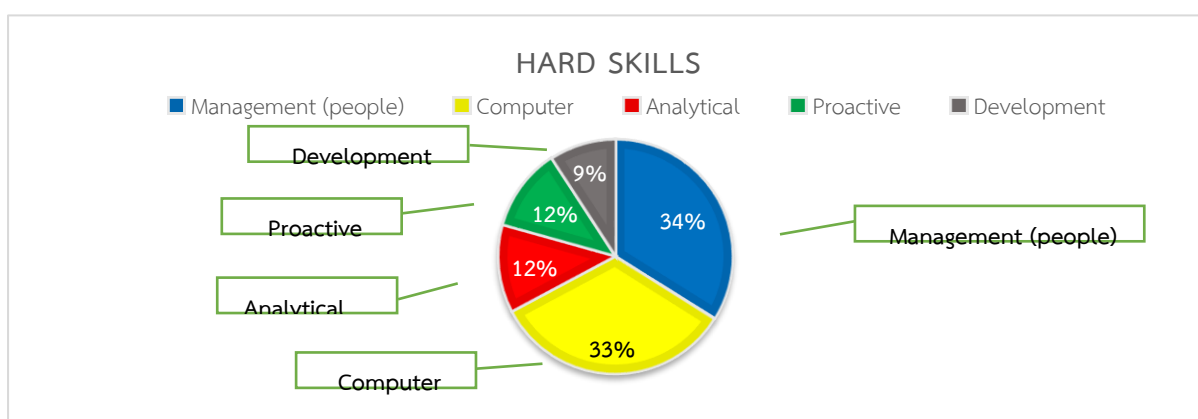
Table 1 shows the results of the desirable qualifications of sales careers for sales management positions. The requirement for a degree in education was at the highest need level. In other words, educational background was the first factor considered for sales managers as can be seen in as shown in the first rank of frequency from 166 out of 200 businesses. However, the degree qualification was likely to be exceptional, followed by gender, and age, respectively.

Table 2
Educational Qualifications

No.	Degree	Frequency from 200 companies	Percentage
1	Bachelor’s Degree in any field	166	80.58
2	Bachelor’s Degree or higher in any field	25	12.14
3	Master Degree in related field	15	7.28

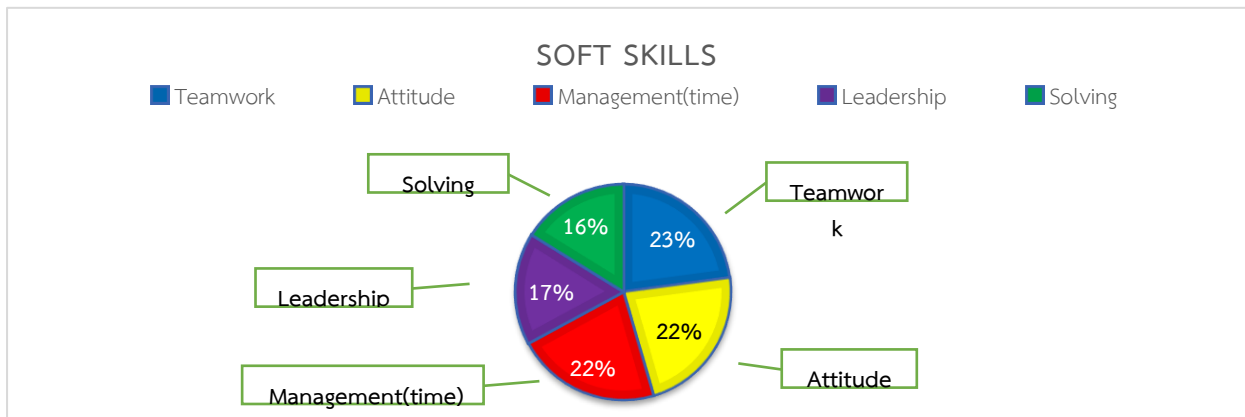
Table 2 reports the educational requirements for a sales profession. The most common requirement for a sales manager position is a bachelor’s degree in any subject (166 companies), followed by a bachelor’s degree or higher in any field (25 companies), and a master's degree in a relevant field (15 organizations). In this sense, the results show that a bachelor’s degree or higher is the minimum educational requirement for sales manager positions.

Figure 1
Presents knowledge skills (Hard Skills) in sales career for sales manager position



For the Sales Manager position, it can be argued that knowledge skills (aka hard skills) are essential. These skills include computer skills, analytical thinking, confidence in handling situations and the ability to build your own organization.

Figure 2
Soft Skills for Careers in Sales, Sales Manager Roles



It is said that a sales manager's responsibility is to encourage teamwork within the organization, foster a positive work environment, avoid pessimism, and manage time effectively. For instance, when presenting work to customers, a sales manager needs to be quick and show initiative by coming up with innovative strategies to persuade them buying a variety of products. Even when there are difficulties, a leader can handle a variety of issues or handle critical issues for subordinates.

CONCLUSION AND FUTURE WORK

The overall results gathered the companies' needs regarding the qualifications and skills of sales careers and sales manager positions. Each company has specific educational qualification requirements, at least bachelor's degrees in any field are the most desirable qualifications [5]. One of educational credentials are required to apply for work. In addition to qualifications, there are also knowledge competencies or hard skills for the sales manager position for the top 5; people management skills that help and motivate workers to work better and manage people better; Computer skills that help in working with presentations through the use of modern computer tools; confident ability to control situations, attentive, thorough and ready to solve problems; analytical sharpness, which helps in working with presentations through the use of modern computer tools; analytical sharpness that helps when working with presentations through the use of modern soft skills.

One of the soft skills sales managers in the top 5 ranks need involves teamwork, which includes the ability to work well with others and coordinate within the team. Teamwork relies on each other to achieve results. In addition, teamwork requires listening to others' perspectives and supporting the work of colleagues. Good attitude skills are essential as a positive attitude leads to happy life and work, and time management skills are required to achieve goals on time, including planning goals for the use of scheduling and prioritization. It also requires leadership skills, as well as the ability to build trust and help others solve problems [6]. The ability to tackle problems when they arise unexpectedly, which requires skill and perseverance, is the final skill.

For individuals who aspire to work as sales managers in the future. You should gather knowledge on both soft and hard skills needed to get more opportunities for getting a job.

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