

Sales Representative

Sell products to businesses and earn commission on every deal. No degree required, but you need thick skin.

TYPICAL PAY

\$66,000

a year, full time

PAY RANGE

\$40k to \$117k

starting to experienced

TIME TO QUALIFY

up to 3 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

**Company offices, on the road,
client sites, home office**

How you get there

- 1 High school** Grades 11 and 12
 Any part-time job that puts you in front of customers counts: retail, phones, fundraising.
- 2 Post-secondary, optional** 0 to 4 years
 A 2 or 3-year college diploma in business or marketing, or a business degree. Technical fields (software, medical, industrial) like reps who understand the product.
- 3 Entry sales job** 1 to 2 years
 Inside sales, sales development or a junior account role. You learn the product, the pitch and the CRM (customer relationship management) software.
- 4 Full territory or account list** By year 3
 Your own clients and your own target. Commission starts to matter.
- 5 Senior rep, key accounts or sales manager** 5 or more years
 The best sellers either keep selling for big commissions or move into managing a team.

Pros and cons

- + No degree required, pay based on results
- + Uncapped earnings at the top
- + Skills transfer to any industry
- Constant rejection, most calls fail
- Income swings with commission and the economy
- Targets reset every quarter, pressure never stops

Good to know

An aging profession

Job Bank reports that about 40% of wholesale sales reps in Canada are 50 or older. As they retire, companies will need younger reps to take over their client lists.

Most of the job is 'no'

Salespeople routinely hear no far more often than yes. The reps who last treat each no as data rather than a verdict. Companies test for this in interviews with role-play calls.

Optional boosts

Sell something technical. Key account management. Sales engineering. Sales management.

Where these numbers come from

Job Bank: Sales and account representatives, wholesale trade, wages (updated Nov 2025)

Job Bank: Sales and account representatives, job outlook

Seneca Polytechnic: Business Administration, Marketing advanced diploma

Canadian Marketing Association

Numbers checked September 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/sales-representative>



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