

## Export Sales Manager

An export sales manager sells a company's services or products to overseas buyers.

### The Work

You could be:

- studying the market in the target country or countries
- identifying new markets for exports and developing new business accounts
- planning a sales campaign suited to that country and current consumer trends
- planning and reviewing budgets for product ranges
- meeting with clients here or overseas
- negotiating the sale terms and meeting sales targets
- organising licences and other legal requirements for certain products, such as pharmaceuticals
- managing administration, such as orders, contracts and export documents
- troubleshooting to sort out any problems with the exports.

### Pay

The figures below are only a guide. Actual pay rates may vary, depending on:

- where you work
- the size of company or organisation you work for
- the demand for the job.

As an export sales manager, with some experience in international sales, you might expect a salary between £25,000 and £35,000 a year. With more experience this may rise to £45,000 to £60,000 or more. Some of your salary may be based on commission (how much you sell).

In addition to salary some companies offer benefits such as a company car and expenses account.

### Conditions

- You will work long and irregular hours.
- You will work in an office here, but travel regularly abroad.
- You may spend long periods away from home.
- You will have to spend time developing and maintaining good contacts with clients, distributors and suppliers.

### Getting In

You can enter export sales management in several ways.

- With a degree (SCQF Levels 9-10) in any subject, but preferably including business, marketing or

languages. You need 4-5 Highers for entry to a degree.

- With an HNC (SCQF Level 7) or HND (SCQF Level 8) in a business subject. You need 1 or 2 Highers and some subjects at National 5 for entry.
- With Highers, get a job as an export assistant and work your way up.
- Get a job in sales and later move into the field of export sales.
- You can get a job with a company with trade links abroad, or with an export agency which sells goods abroad on behalf of several companies.
- Language skills are useful. For some jobs employers specify the language required.

## What Does It Take

You need to be:

- self-confident and outgoing
- a good organiser
- an excellent communicator
- persuasive and a good negotiator
- resilient
- decisive
- business minded, with IT and finance skills
- able to work under pressure to meet deadlines and targets
- able to build up good business relationships.

## Training

- The Institute of Export offers several courses including: the Certificate in International Trade (CIT) (entry level), the Level 4 and 5 Diploma in International Trade.
- These are mainly studied via distance learning. See the [Institute of Export website](#) for entry requirements.

## Getting On

- With more experience you can apply for a job as a senior manager or a company director.
- You might become self-employed, working freelance for several firms.

## Contacts

### Institute of Export

Tel: 01733 404400

Website: [www.export.org.uk](http://www.export.org.uk)

X: @IOExport

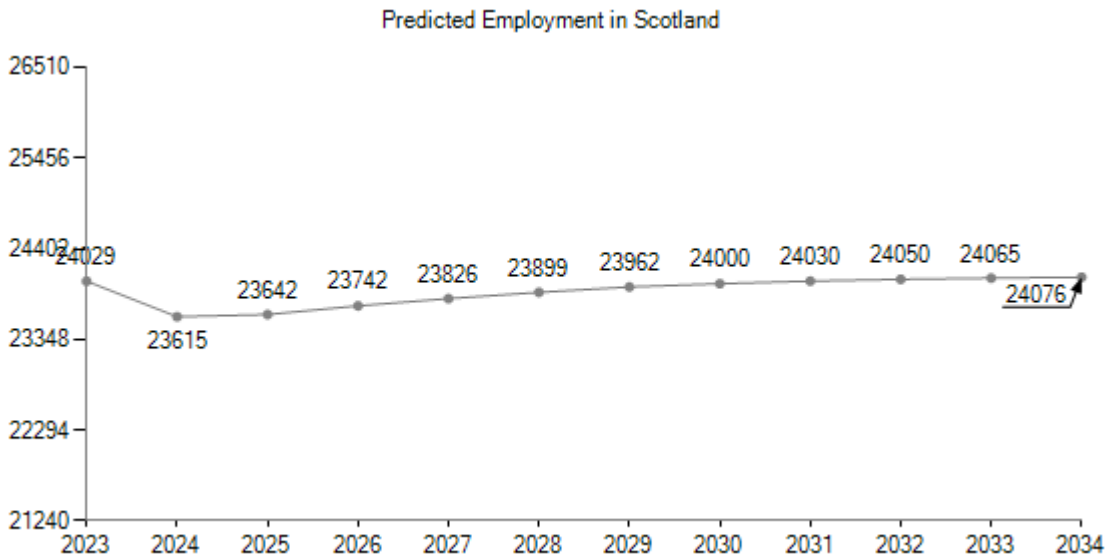
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**Statistics**

Employment Status : Not available this career.

**Past Unemployment - Scotland**

No Claimant statistics available for Scotland.



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