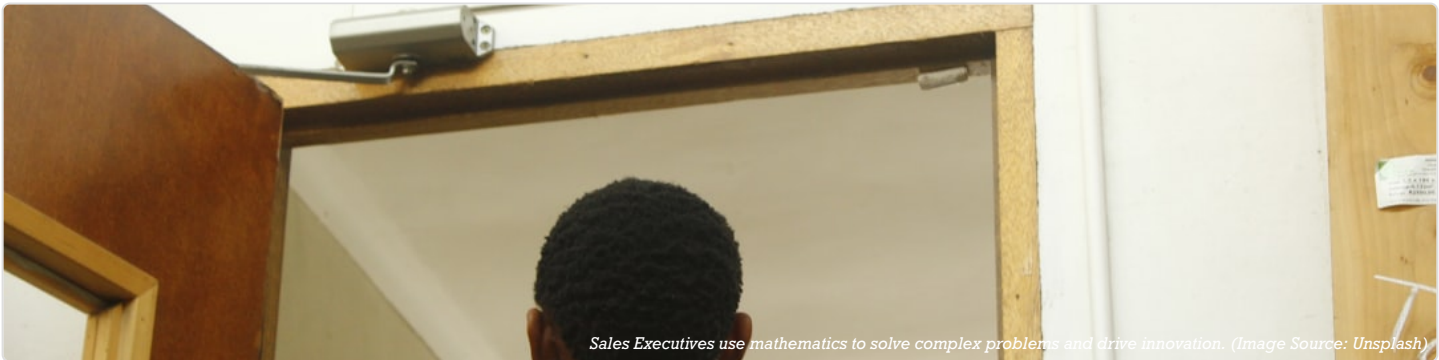


# CAREERS THROUGH MATHS: SALES EXECUTIVE



## JOB OVERVIEW

Sales Executives are responsible for driving revenue growth by identifying prospects, building client relationships, and closing deals. They work across various sectors including technology, finance, pharmaceuticals, and manufacturing, typically in target-driven environments. Their role involves strategic planning, pipeline management, and performance analysis using mathematical models to forecast sales and optimise strategies.

Key responsibilities include analysing market data to identify opportunities, calculating pricing structures and discounts, managing sales targets and quotas, and using CRM systems to track performance metrics. The role requires strong analytical skills to interpret complex data and make data-driven decisions that maximise profitability and market share.

## KEY MATHS APPLICATIONS

**Primary Areas:**

## ESSENTIAL SKILLS & TOOLS

SKILL	APPLICATION
<b>**CRM Software (Salesforce)**</b>	Tracking sales metrics, pipeline analysis, and forecasting future revenue using built-in analytical tools
<b>**Excel/Google Sheets**</b>	Creating sales forecasts, commission calculations, and performance dashboards with pivot tables and formulas
<b>**Data Visualisation**</b>	Presenting sales performance and market analysis through charts and graphs for stakeholder reporting
<b>**Negotiation Mathematics**</b>	Structuring complex deals with multiple variables including pricing, payment terms, and volume discounts

## TYPICAL PATHWAY

Most Sales Executives hold a bachelor's degree in business, marketing, economics, or mathematics, with many UK employers preferring graduates from Russell Group universities. Career progression typically begins with a Sales Development Representative or junior sales role, advancing to Account Executive, Senior Sales Executive, and eventually Sales Manager or Director positions. Professional qualifications from the Chartered Institute of Marketing (CIM) or specific industry certifications enhance career prospects.

## INDUSTRY DEMAND

Sales Executives remain in high demand across the UK, particularly in technology, pharmaceutical, and financial services sectors. According to Reed.co.uk, sales roles consistently rank among the top 10 most advertised positions, with particularly strong growth in SaaS (Software as a Service) sales. The UK job market shows approximately 8% projected growth for sales roles over the next five years, driven by digital transformation and increasing emphasis on data-driven sales approaches.

## REAL-WORLD IMPACT

Sales Executives drive economic growth by connecting businesses with solutions that improve efficiency and productivity. Their mathematical analysis ensures optimal pricing strategies that make essential services accessible while maintaining business sustainability. By accurately forecasting demand and managing customer relationships, they enable companies to innovate and expand, ultimately contributing to job creation and technological advancement across industries.

## QUICK FACTS

- **Growth:** Positive industry outlook
- **Career:** Professional role requiring analytical skills
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## MATHEMATICAL EXAMPLES

**Percentage Calculations:** Tax, growth rates, and performance metrics