VETASSESS

Information sheet

Sales Representative (Industrial Products)

ANZSCO: 225411 **Group B**

About this document

- The following Information Sheet is for your reference only and should be used as a guide to assist with your Skills Assessment application to VETASSESS. This information is subject to change.
- Please note that a Skills Assessment of the qualification involves assessment of both the qualification level and content. Qualifications are assessed according to the guidelines published by the Australian Government Department of Education.
- The employment assessment involves determining the skill level and relevance of the tasks undertaken.
- Integrity checks may be conducted to verify the qualification and employment claims made in an application.

Job description

A Sales Representative (Industrial Products) represents companies in selling a range of specialised chemicals, machinery, manufacturing materials or other industrial supplies.

Occupations considered suitable under this ANZSCO code:

- Technical Sales Representative (Industrial Products)
- Sales Manager

Occupations not considered under this ANZSCO code:

- Sales Representative (Medical and Pharmaceutical Products)
- Technical Sales Representatives nec
- ICT Sales Representative
- Sales Representative (Business Solutions)
- Sales Representatives nec

These occupations are classified elsewhere in ANZSCO or are not at the required skill level.

Sales Representative (Industrial Products) is a VETASSESS Group B occupation

This occupation requires a qualification assessed as comparable to the educational level of an Australian Qualifications Framework (AQF) Bachelor degree or higher

GROUP B	Criteria for a suitable Skills Assessment			
	Minimum comparable Bachelor or higher degree AQF level	With highly relevant major field of study	Additional highly relevant qualifications	Highly relevant employment duration
1	AQF +	+	N/A +	1 YEAR minimum
2	AQF +	No highly relevant major +	AQF Minimum AQF Diploma level with highly relevant major +	2 YEARS minimum
3	AQF +	No highly relevant major +	No additional highly relevant qualifications +	3 YEARS minimum
	Pre-qualification methodology can apply to Group B occupations			
	Highly relevant employment duration	With or without highly relevant major field of study	Additional highly relevant qualifications	Comparable Bachelor degree AQF level
4	5 YEARS minimum + 1 YEAR minimum Within last 5 years	+ N/A +	N/A +	AQF

Description of Pathways

The information below describes the available pathways for a Skills Assessment under **Group B**. Please note that in order to achieve a suitable Skills Assessment Outcome, a positive assessment for both qualifications and employment is required.

Pathway 1

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **one** year of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 2

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

An additional qualification in a highly relevant field of study at a minimum AQF Diploma level is required. Additional qualifications in a highly relevant field of study include those comparable to the AQF Diploma or AQF Advanced Diploma or AQF Associate Degree or AQF Graduate Diploma.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **two** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

For example, an applicant for the occupation Quality Assurance Manager completed a non-relevant AQF Bachelor qualification in April 2024 and later completed an AQF Diploma in Quality Management in May 2026. The applicant commenced employment with the organisation in May 2024 and remains employed there.

Under Pathway 2, the applicant satisfies the minimum educational requirement for a Group B occupation through the AQF Bachelor qualification. Accordingly, employment is counted from the completion date of the Bachelor qualification, meaning employment from May 2024 onwards may be considered toward both the required Qualifying Period (QP) and any remaining eligible period for the points test.

As the later Diploma qualification is highly relevant to the occupation, the applicant may access the reduced employment requirement applicable under Pathway 2. In this case, only two years of QP are required, and that employment may be counted from the post-Bachelor period rather than from the Diploma qualification completion date.

Pathway 3

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **three** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 4

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree with or without a highly relevant major field of study to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **six** years of employment at an appropriate skill level that includes at least **one** year of highly relevant employment within the last five years before applying,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Qualification

*This includes qualifications assessed at AQF Bachelor, Master and Doctoral level.

Highly relevant major fields of study include:

- Disciplines relevant to the industrial products represented for sale (e.g. Chemistry, Engineering, Machinery)
- Marketing

Employment

Highly relevant tasks include:

- Compiling lists of prospective client businesses using directories and other sources.
- Acquiring and updating knowledge of employers' and competitors' goods and services, and market conditions.
- Visiting regular and prospective client businesses to establish and act on selling opportunities.
- Assessing customers' needs and recommending and explaining goods and services to them.
- Monitoring customers' changing needs and competitor activity, and reporting these developments to sales management.
- Quoting and negotiating prices and credit terms, and completing contracts and recording orders.
- Arranging delivery of goods, installation of equipment and the provision of services.
- Reporting to sales management on sales made and the marketability of goods and services.
- Following up with clients to ensure satisfaction with goods and services purchased, and resolving any problems arising.
- Preparing sales reports and maintaining and submitting records of business expenses incurred.

Employment information

The occupation Sales Representative (Industrial Products) belongs to ANZSCO Unit Group 2254 Technical Sales Representatives, which means that applicants should be engaged in sales requiring technical knowledge to industrial establishments.

Industrial Products are materials or machinery used in an industrial context, i.e. for the production of other goods. They are made up of machinery, manufacturing plants, raw materials, and any other good or component used by industries. Consumer products requiring installation, such as solar panels and air conditioners, are not considered industrial products.

This occupation excludes positions that are based in a front-line setting, and/or based in a call centre setting where significant technical knowledge of products is not required. Positions that predominately involve the selling of products to individuals will not be assessed positively.