



International Retail Jobs and You

By Donna McGill

Ah, the magic of Italian leather and the look of French espadrilles. If you've found yourself daydreaming about marketing exquisite leathers and fabrics from other countries or have asked yourself why your favorite department store isn't incorporating those delightful color schemes that are all the rage in Spain, you may have what it takes to fill the need for **international retail sales jobs**. Or, rather, you have one of the requirements. A fluency in other languages is usually a must and since it differs from other **retail jobs**, odds are, you will require a college degree, usually in marketing. This is one of the most exciting parts of **retail sales jobs**. It's ideal for those looking to really make a mark in fashion trends and merchandising efforts. Although a broad creative streak is required, ideal candidates must also be accountable for inventories, purchase orders, and cost analyses. They must have a solid and in-depth understanding of how trends affect not only international markets, but also the financial sectors of the American economy.

As if there weren't enough qualifications already listed, how are your public speaking and presentation skills? You must be able to address board meetings as you justify your reasonings for believing those beautiful Spanish color schemes are just waiting to be introduced into American markets. You can expect to travel, and often; you may even be able to at least partially determine how much you will travel. You will be expected to attend trade shows, seminars designed to educate you on new product releases, and other meetings determined by the company you're employed with. And if the thought of relocating to another country is tempting, there are exciting and cutting-edge options for jobs in the UK.

Retail jobs are not limited to fashion. Electronics, automobiles, food, are among the industries which await those wishing to begin their careers in retail. Again, the same backgrounds can be vital to these retail areas as they are in fashion. Marketing and business education and fluency in other languages are more than beneficial; most are mandatory.

Automobile executives who travel the world looking for new car models, engineers, and other designers to bring on board enjoy lucrative careers complete with fascinating stories and many opportunities to meet interesting people. People in these positions are often vice presidents, CEOs, or other high management members over the retail divisions of their corporations. The opportunities are plentiful and the horizon is wide open for those seeking retail positions on any level.

Other traits required for those considering retail careers include:

- Good salesmanship
- The ability to remain calm and composed when dealing with the public
- Assertiveness

- The ability to manage personal finances, since most retail positions have off seasons
- Competitiveness

These, along with other personality traits and career objectives, often separate the successful from those who find themselves content in the same sales position year after year.

Recent concerns over current economic predictions have only slightly cooled the retail sector of the economy. These concerns, although realistic, are also considered to be temporary. Clearly, there will always remain a need for retail in our economy since retail encompasses not only what we refer to as luxuries, such as automobiles and designer clothes, but also daily needs such as groceries. After all, how many of us don't run into unexpected expenses due to busted pipes under our homes or a flat tire after a long day at work?

Income expectations are largely based on the commitment of the individual. Some are fortunate enough to have a salary along with commissions, but there are those who work strictly on commission. Therefore, their level of income is based solely on their sales skills. The more able those in retail sales are in promoting their products and building the public's trust, the more successful they will become. Further, an in-depth knowledge of your company's products, including technical information, warranties, and other details, will further enhance your potential for income.

This is where a solid relationship with other divisions comes in handy. Often, some of the most successful sales teams are made up of not only those in sales, but members from design and tech teams as well. The salesman gains a deeper understanding of the product and the technicians are able to gauge public interest and concerns which aid in how future products are released. The company is able to



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determine the best marketing methods and can gain an edge over the competition. This position requires dedication and commitment, but those who've made successful careers from retail sales know the details are often what can make or break a product's success.

With over two million retail sales positions in the country at any given moment, the competition can be tough. Every

advantage you have over your competition can only benefit you. Just as with everything in life, a dedication and drive for success is what propels us forward. Whether you wish to travel the world over or are content in your hometown, a successful career in retail is as possible as you're willing to allow it to be.

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