Wisconsin Forestry Career Profile

Lumber Sales Representative

Photo courtesy of Pukall Lumber Co.

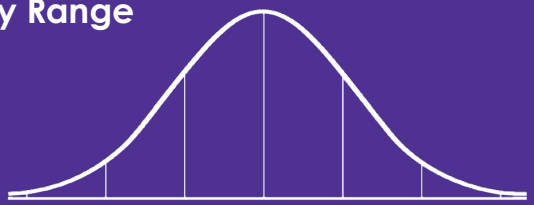
Job Description

Lumber sales representatives work with people to find sales for a lumber company. Companies have an inside sales representative, an outside sales representative, or both. All sales representatives work with company leaders to assist in directing sales. Inside representatives primarily work in the office, making calls, researching online and meeting with marketing associates. Outside representatives often travel to meet with clients and perform demonstrations that help sell products.

Work Environment

Lumber sales representatives typically work out of an office setting. Some positions require travel which can include driving long distances. Sales representatives usually work a regular 40-hour work week.

Salary Range



$36,000	$65,000	$120,000
Low end	Median	High end

High School Courses

- Business
- Marketing
- Forestry
- Math/Accounting
- Communication

Education/Training

- High school diploma or equivalent
- Optional 1-, 2- or 4-year degree in business, marketing, or related field
- Some companies have their own training program

Responsibilities

- Sell lumber and wood products
- Track company sales
- Communicate with others in the company
- Develop and maintain relationships with customers
- Meet and/or exceed quotas
- Coordinate team members to optimize sales

Skills

- Communicate effectively and speak confidently
- Market and sell products efficiently
- Understand marketplace economics
- Pay attention to detail
- Use Microsoft Office tools
- Identify lumber types
- Know company products
- Build and maintain relationships

Abilities/Personality

- Friendly
- Organized
- Self-motivated
- Resourceful
- Outgoing

Access additional resources at leafprogram.org/sales

LEAF-Wisconsin's K-12 Forestry Education Program
College of Natural Resources
University of Wisconsin-Stevens Point

Wisconsin Forestry Center
College of Natural Resources
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