



International Labour Organization
Organisation internationale du Travail
Organización Internacional del Trabajo

*Updating the
International Standard Classification of Occupations (ISCO)*

*Draft ISCO-08 Group Definitions:
Occupations in Sales*

ISCO-08 Draft Definitions - Sales

ISCO 08 Code

142

Title EN

Shop managers

Lead Statement

Shop managers, plan, organize, coordinate and control the operations of establishments that sell goods on a retail or wholesale basis. They are responsible for the budgets, staffing and strategic and operational direction of shops, or of organizational units within shops that sell particular types of product.

Task statement

Tasks include: determining product mix, stock levels and service standards; formulating and implementing purchasing and marketing policies, and setting prices; promoting and advertising the establishment's goods and services; maintaining records of stock levels and financial transactions; undertaking budgeting for the establishment; controlling selection, training and supervision of staff; ensuring compliance with occupational health and safety regulations.

Included occupations

Excluded occupations

Notes

Shop managers are frequently employed in relatively small establishments that do not have a hierarchy of managers. The managers of large retail establishments such as supermarkets and department stores, however, should also be classified in this group, although such establishments may have a hierarchy of managers and supervisors. General managers of groups of establishments such as supermarket or department store chains are classified, however, in Unit group 1120, Managing directors and chief executives.

Operators of small shops for whom the management and supervision of staff is not a significant component of the work are classified in Unit group 5221, Shopkeepers.

Staff who control and direct the activities of shop sales assistants, checkout operators and other workers, but who do not take responsibility for determining product mix, overall setting of prices, budgets and staffing levels, selection and recruitment are classified in Unit group 5222, Shop supervisors.

ISCO 88 Code(s)

ISCO 08 Code
1420
Title EN
Shop managers

Lead Statement

Shop managers, plan, organize, co-ordinate and control the operations of establishments that sell goods on a retail or wholesale basis. They are responsible for the budgets, staffing and strategic and operational direction of shops, or of organizational units within shops that sell particular types of product.

Task statement

Tasks Include:

- (a) determining product mix, stock levels and service standards;
- (b) formulating and implementing purchasing and marketing policies, and setting prices;
- (c) promoting and advertising the establishment's goods and services;
- (d) maintaining records of stock levels and financial transactions;
- (e) undertaking budgeting for the establishment;
- (f) controlling selection, training and supervision of staff;
- (g) ensuring compliance with occupational health and safety regulations.

Included occupations

- Retail manager
- Supermarket manager
- Grocery manager

Excluded occupations

- Shop keeper - 5221
- Shop supervisor - 5222
- Shop sales assistant - 5523
- Sales manager - 1221

Notes

Shop managers are frequently employed in relatively small establishments that do not have a hierarchy of managers. The managers of large retail establishments such as supermarkets and department stores, however, should generally also be classified in this group, although such establishments may have a hierarchy of managers and supervisors. General managers of groups of establishments such as supermarket or department store chains are classified, however, in Unit group 1120, Managing directors and chief executives.

Operators of small shops for whom the management and supervision of staff is not a significant component of the work are classified in Unit group 5221, Shopkeepers.

Staff who control and direct the activities of shop sales assistants, checkout operators and other workers, but who do not take responsibility for determining product mix, overall setting of prices, budgets and staffing levels, selection and recruitment are classified in Unit group 5222, Shop supervisors.

ISCO 88 Code(s)
1314, part

ISCO 08 Code

243

Title EN

Sales, marketing and public relations professionals

Lead Statement

Sales, marketing and public relations professionals plan, develop, coordinate and implement programs of information dissemination to promote organizations, goods and services, and represent companies in selling a range of technical, industrial, medical, pharmaceutical and ICT goods and services.

Task statement

Tasks performed usually include: commissioning and undertaking market research, analyzing the findings, and planning advertising marketing and public relations activities; supporting business growth and development through the preparation and execution of marketing objectives, policies and programs; planning and organizing publicity campaigns; appraising and selecting material submitted by writers, photographers, illustrators and others to create favourable publicity; acquiring and updating knowledge of employers' and competitors' goods and services, and market conditions; assessing customers' needs and explaining and demonstrating goods and services to them; visiting regular and prospective client businesses to establish and act on marketing opportunities; quoting and negotiating prices and credit terms, and completing contracts.

Included occupations

Excluded occupations

Notes

ISCO 88 Code(s)

ISCO 08 Code**2431****Title EN****Advertising and marketing professionals****Lead Statement**

Advertising and marketing professionals develop and coordinate advertising strategies and campaigns, determine the market for new goods and services, and identify and develop market opportunities for new and existing goods and services.

Task statement

Tasks include:

- (a) planning, developing and organizing advertising policies and campaigns to support sales objectives;
- (b) advising managers and clients on strategies and campaigns to reach target markets, creating consumer awareness and effectively promoting the attributes of goods and services;
- (c) writing advertising copy and media scripts, and arranging television and film production and media placement;
- (d) analyzing data regarding consumer patterns and preferences;
- (e) interpreting and predicting current and future consumer trends;
- (f) researching potential demand and market characteristics for new goods and services and collecting and analyzing data and other statistical information;
- (g) supporting business growth and development through the preparation and execution of marketing objectives, policies and programs;
- (h) commissioning and undertaking market research to identify market opportunities for new and existing goods and services;
- (i) advising on all elements of marketing such as product mix, pricing, advertising and sales promotion, selling, and distribution channels.

Included occupations

- Advertising specialist
- Market research analyst
- Marketing specialist

Excluded occupations**Notes****ISCO 88 Code(s)**

2419, part - 2551, part

ISCO 08 Code**2432****Title EN****Public relations professionals****Lead Statement**

Public relations professionals plan, develop, implement and evaluate information and communication strategies that create an understanding and a favourable view of businesses and other organizations, their goods and services, and their role in the community.

Task statement

Tasks include:

- (a) planning and organizing publicity campaigns and communication strategies;
- (b) advising executives on the public relations implications of their policies, programs and practices preparing and controlling the issue of news and press releases;
- (c) undertaking and commissioning public opinion research, analyzing the findings and planning public relations and promotional campaigns;
- (d) organizing special events, seminars, entertainment, competitions and social functions to promote goodwill and favourable publicity;
- (e) representing organizations and arranging interviews with publicity media;
- (f) attending business, social and other functions to promote the organization;
- (g) commissioning and obtaining photographs and other illustrative material;
- (h) selecting, appraising and revising material submitted by publicity writers, photographers, illustrators and others to create favourable publicity.

Included occupations

Public relations officer

Excluded occupations**Notes****ISCO 88 Code(s)**

2419, part - 2451, part

ISCO 08 Code**2433****Title EN****Technical and medical sales professionals (excluding ICT)****Lead Statement**

Technical and medical sales professionals (excluding ICT) represent companies in selling a range of industrial, medical and pharmaceutical goods and services to industrial, business, professional and other establishments.

Task statement

Tasks include:

- (a) compiling lists of prospective client businesses using directories and other sources;
- (b) acquiring and updating knowledge of employers' and competitors' goods and services, and market conditions;
- (c) visiting regular and prospective client businesses to establish and act on selling opportunities;
- (d) assessing clients' needs and resources and recommending appropriate goods or services;
- (e) providing input to product design where goods or services must be tailored to suit clients' needs;
- (f) developing reports and proposals as part of sales presentation to demonstrate benefits from use of good or service;
- (g) estimating costs of installing and maintaining equipment or service;
- (h) monitoring customers' changing needs and competitor activity, and reporting these developments to sales management;
- (i) quoting and negotiating prices and credit terms, and preparing and administering sales contracts;
- (j) arranging delivery of goods, installation of equipment and the provision of services;
- (k) reporting to sales management on sales made and the marketability of goods and services;
- (l) consulting with clients after sale to ensure satisfaction resolve any problems and provide ongoing support.

Included occupations

- Sales representative (industrial products)
- Sales representative (medical and pharmaceutical products)
- Technical sales representative

Excluded occupations

Commercial sales representative - 3322

Information and communications technology sales representative - 2434

Notes**ISCO 88 Code(s)**

3415, part

ISCO 08 Code**332****Title EN****Sales and purchasing agents and brokers****Lead Statement**

Sales and purchasing agents and brokers represent companies, governments and other organizations to buy and sell commodities, goods, insurance, shipping and other services to industrial, professional, commercial or other establishments, or act as independent agents to bring together buyers and sellers of commodities and services.

Task statement

Tasks performed usually include obtaining information about, monitoring and analyzing market trends and conditions and employer's and competitors goods and services; obtaining information about clients' needs and identifying suitable products and services; explaining and demonstrating products and services to clients; negotiating prices, contracts, terms, conditions and shipping arrangements for purchase or sale of goods, services or commodities.

Included occupations**Excluded occupations**

Sales managers are classified in minor group 122, Sales marketing and development managers. Technical, medical and ICT sales professionals are classified in Minor Group 243, Sales, marketing and public relations professionals. Securities and finance dealers are classified in minor group 331, Financial and mathematical associate professionals.

Notes**ISCO 88 Code(s)**

ISCO 08 Code
3321
Title EN
Insurance representatives

Lead Statement

Insurance representatives advise on and sell life, accident, automobile, liability, endowment, fire, marine and other types of insurance to new and established clients.

Task statement

Tasks include:

- (a) obtaining information about customers' circumstances necessary to determine appropriate type of insurance and conditions;
- (b) negotiating with customers to determine type and degree of risk for which insurance is required;
- (c) explaining details of insurance and conditions, risk coverage premiums and benefits to customers;
- (d) assisting clients to determine the type and level of coverage required, calculating premiums and establishing method of payment;
- (e) negotiating and placing reinsurance contracts;
- (f) advising on, negotiating terms for and placing insurance contracts for large or special types of projects, installations or risks.

Included occupations

Examples of the occupations classified here:

- Insurance agent
- Insurance broker
- Underwriter, insurance

Excluded occupations

Some related occupations classified elsewhere:

Assessor, insurance - 3315
Insurance clerk - 4312
Securities dealer - 3311

Notes

ISCO 88 Code(s)

3412

ISCO 08 Code**3322****Title EN****Commercial sales representatives****Lead Statement**

Commercial sales representatives represent companies to sell various goods and services to businesses and other organizations and provide product specific information as required.

Task statement

Tasks include:

- (a) soliciting orders and selling goods to retail, industrial, wholesale and other establishments;
- (b) selling equipment, supplies and related services to business establishments or individuals;
- (c) obtaining and updating knowledge of market conditions and of employer's and competitors' goods and services;
- (d) providing prospective customers with information about the characteristics and functions of the products and equipment for sale, and demonstrating its use or qualities;
- (e) quoting prices and credit terms, recording orders and arranging deliveries;
- (f) reporting customers' reactions and requirements to suppliers and manufacturers;
- (g) following up clients to ensure satisfaction with products purchased.

Included occupations

Examples of the occupations classified here:

- Adviser, after-sales service
- Canvasser
- Commercial traveller

Excluded occupations

Some related occupations classified elsewhere:

Shop sales assistant - 5223

Medical sales representative - 2433

Technical sales representative - 2433

Information and communications technology sales professional - 2434

Door to door sales representative - 5243

Notes**ISCO 88 Code(s)**

3415, part

ISCO 08 Code
3323
Title EN
Buyers

Lead Statement

Buyers buy goods and services for use or resale on behalf of industrial, commercial, government or other establishments and organizations.

Task statement

Tasks include:

- (a) determining or negotiating contract terms and conditions, awarding supplier contracts or recommending contract awards for the purchase of equipment, raw materials products, services and the purchasing of merchandise for resale;
- (b) obtaining information about requirements and stock and developing specifications for quantity and quality to be purchased, costs, delivery dates and other contract conditions;
- (c) purchasing general and specialized equipment, materials or business services for use or for further processing by their establishment;
- (d) inviting tenders, consulting with suppliers and reviewing quotations;
- (e) purchasing merchandise for resale by retail or wholesale establishments;
- (f) studying market reports, trade periodicals and sales promotion materials and visiting trade shows, showrooms, factories and product design events;
- (g) selecting the merchandise or products that best fit the establishment's requirements;
- (h) interviewing suppliers and negotiating prices, discounts, credit terms and transportation arrangements;
- (i) overseeing distribution of merchandise to outlets and maintaining adequate stock levels;
- (j) establishing delivery schedules, monitoring progress and contacting clients and suppliers to resolve problems.

Included occupations

Examples of the occupations classified here:

- Buyer
- Purchasing agent
- Procurement officer
- Supply officer
- Purchasing merchandiser

Excluded occupations

Commodities broker - 3324

Notes

ISCO 88 Code(s)
3416

ISCO 08 Code
3324
Title EN
Trade brokers

Lead Statement

Trade brokers buy and sell commodities and shipping services, usually in bulk, on behalf of their own company or for customers on a commission basis.

Task statement

Tasks include:

- (a) establishing contact between buyers and sellers of commodities;
- (b) discussing buying or selling requirements of clients and giving advice accordingly;
- (c) buying and selling cargo space on ships;
- (d) negotiating purchase or sale of commodities and commodity futures;
- (e) finding cargo and/or storage space for commodities and negotiating freight, shipping and storage charges;
- (f) monitoring and analyzing market trends and other factors affecting the supply and demand for commodities and shipping services.

Included occupations

Examples of the occupations classified here:

Commodities broker
- Commodity futures dealer
Shipping broker

Excluded occupations

Finance broker - 3311
Finance dealer - 3311
Securities broker - 3311
Securities dealer - 3311
Insurance dealer - 3321

Notes

ISCO 88 Code(s)
3421

ISCO 08 Code
52
Title EN
Sales workers

Lead Statement

Sales workers sell and demonstrate goods in wholesale or retail shops, at stalls and markets, door-to-door, via telephone or customer contact centres. They may record and accept payment for goods and services purchased, and may operate small retail outlets.

Task statement

Tasks performed by workers in this sub-major group may include the following: selling goods in wholesale or retail establishments or at street or market stalls, door-to-door, via telephone or customer contact centres; demonstrating and displaying goods to potential customers; selling and serving food for immediate consumption at counters and in the street; buying or contracting a regular supply of products to be sold; stacking and displaying goods for sale, and wrapping and packing goods sold; determining product mix, stock and price levels for goods to be sold; operating cash registers, optical price scanners, computers or other equipment to record and accept payment for the purchase of goods and services. Supervision of other workers may be required in some occupations classified here.

Included occupations

Excluded occupations

Shop managers and sales managers are classified in Major group 1, Managers. Technical, medical and ICT sales professionals are classified in Major Group 2, Professionals. Commercial sales and insurance representatives, finance and trade brokers, are classified in Major group 3, Technicians and associate professionals. Street vendors (excluding food) are classified in Major group 9, Elementary occupations.

Notes

ISCO 88 Code(s)

ISCO 08 Code**521****Title EN****Street and market salespersons****Lead Statement**

Street and market salesperson sell goods from stalls on markets or in streets and prepare and sell hot or cold foods and beverages ready for immediate consumption in streets and public places.

Task statement

Tasks performed usually include: obtaining permission to set up a stand at a particular place in streets, markets or other open spaces or to sell food and drinks on the street; buying or contracting a regular supply of products to be sold; erecting and dismantling stalls and stands; transporting, storing, loading and unloading products for sale; stacking, displaying and selling goods, food and drinks and accepting payment; wrapping and packing goods sold; preparing food and drinks for sale; pushing, pedalling or carrying hand-cart, truck, tray or basket to bring food and drinks to the desired place in the street, or to public places such as stations or cinemas; keeping accounts and maintaining a record of stock levels.

Included occupations**Excluded occupations**

Vendors in streets and public places of non-food items (or of pre-packaged non-perishable food items such as confectionary) from pushcarts, trucks, trays or baskets are classified in minor group 952, Street vendors (excluding food).

Notes

ISCO 08 Code**5211****Title EN****Stall and market salespersons****Lead Statement**

Stall and market salespersons sell various goods from stalls on open-air or covered markets or from stalls in streets or other open spaces.

Task statement

Tasks include:

- (a) obtaining permission to set up a stand at a particular place in streets, markets or other open spaces;
- (b) determining product mix, stock and price levels for goods to be sold;
- (c) buying or contracting a regular supply of goods to be sold from wholesale suppliers or directly from producers;
- (d) erecting and dismantling stalls and stands, transporting, storing, loading and unloading goods for sale;
- (e) demonstrating and selling goods and accepting payment;
- (f) stacking and displaying goods for sale, and wrapping and packing goods sold;
- (g) keeping accounts and maintaining a record of stock levels.

Included occupations

Examples of the occupations classified here:

- Kiosk salesperson
- Market vendor
- Street stall sales assistant
- Market stallholder

Excluded occupations

Some related occupations classified elsewhere:

- Street food vendor - 5212
- Street vendor (excluding food) - 9520
- Shopkeeper - 5221
- Shop sales assistant - 5223
- Food service counter attendant - 5246

Notes

Vendors from street and market stalls of fresh food products not intended for immediate consumption (such as fruit, vegetables, meat and dairy products) are classified in unit group 5211 Stall and market salespersons. Vendors from street and market stalls of a variety of prepared meals and food items for immediate consumption are classified in unit group 5246, Food service counter attendants. Vendors in streets and public places of food and beverages for immediate consumption from pushcarts, trucks, trays or baskets are classified in unit group 5212, Street food salespersons. Vendors in streets and public places of non-food items (or of pre-packaged non-perishable food items such as confectionary) from pushcarts, trucks, trays or baskets are classified in unit group 9520, Street vendors (excluding food). Workers who prepare simple food items for immediate consumption, such as hamburger cooks, but have limited direct contact with clients, are classified in unit group 9411, Fast food preparers

If adapting these categories to national circumstances please note that the aim of separately identifying vendors of food items for immediate consumption is to ensure that jobs that require skills in service, basic preparation and hygienic handling of food are visible. Food service counter attendants generally serve a wider range of more elaborate products and meals than Street food salespersons and do not generally transport or carry food on hand carts or in baskets.

ISCO 88 Code(s)

5230

ISCO 08 Code
5212
Title EN
Street food salespersons

Lead Statement

Street food salespersons prepare and sell, or sell previously prepared, hot or cold foods and beverages ready for immediate consumption in streets and public places such as stations, cinemas, or theatres.

Task statement

Tasks include:

- (a) obtaining permission or a licence, where required, to sell food and drinks on the street or in a public place;
- (b) obtaining food and drinks for sale;
- (c) preparing, either beforehand or on the spot, food and drinks for sale;
- (d) loading and unloading, pushing, pedalling or carrying hand-cart, truck, tray or basket to bring food and drinks to the desired place in the street, or to public places such as stations or cinemas;
- (e) displaying and selling food and drinks and accepting payment.

Included occupations

- Street food vendor
- Hawker (food)

Excluded occupations

Cook - 5122
Fast food preparer - 9411
Food service counter attendant - 5246
Street vendor (excluding food) - 9520

Notes

Vendors from street and market stalls of fresh food products not intended for immediate consumption (such as fruit, vegetables, meat and dairy products) are classified in unit group 5211 Stall and market salespersons. Vendors from street and market stalls of a variety of prepared meals and food items for immediate consumption are classified in unit group 5246, Food service counter attendants.

Vendors in streets and public places of food and beverages for immediate consumption from pushcarts, trucks, trays or baskets are classified in unit group 5212, Street food salespersons. Vendors in streets and public places of non-food items (or of pre-packaged non-perishable food items such as confectionary) from pushcarts, trucks, trays or baskets are classified in unit group 9520, Street vendors (excluding food).

Workers who prepare simple food items for immediate consumption, such as hamburger cooks, but have limited direct contact with clients, are classified in unit group 9411, Fast food preparers.

If adapting these categories to national circumstances please note that the aim of separately identifying vendors of food items for immediate consumption is to ensure that jobs that require skills in service, basic preparation and hygienic handling of food are identified. Food service counter attendants generally serve a wider range of more elaborate products and meals than Street food salespersons and do not generally transport food using or sell food from equipment such as hand carts, bicycles or baskets.

ISCO 88 Code(s)

9111

ISCO 08 Code
522
Title EN
Shop salespersons

Lead Statement

Shop salespersons sell a range of goods and services directly to the public or on behalf of retail and wholesale establishments. They explain functions and qualities of these goods and services, and may operate small shops or supervise the activities of shop sales assistants and cashiers.

Task statement

Tasks performed usually include: determining customer requirements and advising on product range, price, delivery, warranties and product use and care; demonstrating and explaining and selling goods and services to customers; accepting payment for by a variety of payment methods and preparing sales invoices; undertaking or assisting with the ongoing management of stock such as product inventories and participating in stock takes; stacking and displaying goods for sale, and wrapping and packing goods sold; determining product mix, stock and price levels for goods to be sold; supervising and coordinating the activities of shop sales assistants, checkout operators and other workers in supermarkets and department stores.

Included occupations

Excluded occupations

Notes

ISCO 88 Code(s)

ISCO 08 Code
5221
Title EN
Shopkeepers

Lead Statement

Shopkeepers operate small retail shops either independently or with support from a small number of others.

Task statement

Tasks include:

- (a) determining product mix, stock and price levels for goods to be sold;
- (b) purchasing and ordering goods for sale from markets, wholesalers and other suppliers
- (c) budgeting and maintaining records of stock levels and financial transactions;
- (d) determining prices and displaying goods for sale;
- (e) selling goods to customers and advising them on product use;
- (f) examining returned goods and deciding on appropriate action;
- (g) taking inventory of goods in stock.

Included occupations

Examples of the occupations classified here:

- Shop keeper
- Grocer
- Newsagent

Excluded occupations

Some related occupations classified elsewhere:

Shop managers - 1420

Shopkeepers - 5221

Market stall holder - 5211

Notes

Only operators of small shops for whom the management and supervision of staff is not a significant component of the work are classified in Unit group 5221, Shopkeepers. Operators of shops where management tasks and supervision of staff are significant and frequent elements of the work are classified in Unit group 1420, Shop managers.

Staff who control and direct the activities of shop sales assistants, checkout operators and other workers, but who do not take responsibility for determining product mix, overall setting of prices, budgets and staffing levels, selection and recruitment are classified in Unit group 5222, Shop supervisors.

ISCO 88 Code(s)

5220, part

ISCO 08 Code
5222
Title EN
Shop supervisors

Lead Statement

Shop supervisors supervise and coordinate the activities of shop sales assistants, checkout operators and other workers in retail and wholesale shops such as supermarkets and department stores.

Task statement

Tasks include:

- (a) planning and preparing work schedules and assigning staff to specific duties;
- (b) instructing staff on sales procedures, including how to handle difficult or complex cases;
- (c) ensuring that customers receive prompt service;
- (d) participating in and providing advice to managers on interviewing, hiring training, evaluating, promoting and dismissing staff, and resolving staff grievances;
- (e) examining returned goods and deciding on appropriate action;
- (f) taking inventory of goods for sale and ordering new stock;
- (g) ensuring that goods and services are correctly priced and displayed;
- (h) ensuring that safety procedures are enforced.

Included occupations

Examples of the occupations classified here:

- Checkout supervisor
- Supermarket supervisor

Excluded occupations

Some related occupations classified elsewhere:

Shop managers - 1420

Shopkeepers - 5221

Street stall salesperson - 5230

Notes

Operators of small shops for whom the management and supervision of staff is not a significant component of the work are classified in Unit group 5221, Shopkeepers.

Shop managers who, in addition to supervision of staff, perform management tasks such as determining product mix, overall setting of prices, budgeting and making decisions on staff levels, selection and recruitment are classified in Unit group 1420, Shop managers.

ISCO 88 Code(s)

5220, part

ISCO 08 Code
5223
Title EN
Shop sales assistants

Lead Statement

Shop sales assistants sell a range of goods and services directly to the public or on behalf of retail and wholesale establishments, and explain the functions and qualities of these goods and services.

Task statement

Tasks include:

- (a) determining customer requirements and advising on product range, price, delivery, warranties and product use and care;
- (b) demonstrating and explaining to customers the establishment's goods and services
- (c) selling goods and services, accepting payment by a variety of payment methods, preparing sales invoices and recording sales using cash registers;
- (d) assisting with the ongoing management of stock such as product inventories and participating in stock takes;
- (e) stacking and displaying goods for sale, and wrapping and packing goods sold.

Included occupations

Examples of the occupations classified here:

- Salesperson, retail establishment
- Salesperson, wholesale establishment
- Shop assistant

Excluded occupations

Some related occupations classified elsewhere:

- Shop manager - 1420
- Kiosk salesperson - 5211
- Market salesperson - 5211
- Street stall salesperson - 5211
- Street food vendor - 5212
- Shopkeeper - 5221
- Checkout operator - 5230
- Food service counter attendant - 5246

Notes

ISCO 88 Code(s)
5220, part

ISCO 08 Code**523****Title EN****Cashiers and ticket clerks****Lead Statement**

Cashiers and ticket clerks operate cash registers, optical price scanners, computers or other equipment to record and accept payment for the purchase of goods, services and admissions in settings such as stores, restaurants and ticket offices.

Task statement

Tasks include: receiving and verifying payment by cash, cheque credit card or automatic debit in stores, ticket offices, or similar establishments; giving change and issuing receipts; issuing tickets at ticket offices, and taking corresponding payments; counting and recording money received or paid out and balancing against cash register sales records; receiving incoming cash, checking it against sales slips and other documents, and preparing it for deposit at bank; operating cash register to calculate total to be paid from or to clients; scanning, weighing and recording prices of goods; wrapping and placing merchandise in bags.

Included occupations**Excluded occupations****Notes****ISCO 88 Code(s)**

ISCO 08 Code**5230****Title EN****Cashiers and ticket clerks****Lead Statement**

Cashiers and ticket clerks operate cash registers, optical price scanners, computers or other equipment to record and accept payment for the purchase of goods, services and admissions in settings such as stores, restaurants and ticket offices.

Task statement

Tasks include:

- (a) receiving and verifying payment by cash, cheque credit card or automatic debit in stores, ticket offices, or similar establishments;
- (b) giving change and issuing receipts;
- (c) issuing tickets for attendance at sporting and cultural events;
- (d) counting and recording money received or paid out and balancing against cash register sales records;
- (e) receiving incoming cash, checking it against sales slips and other documents, and preparing it for deposit at bank;
- (f) operating cash register to calculate total to be paid from or to clients;
- (h) scanning, weighing and recording prices of goods;
- (i) wrapping and placing merchandise in bags.

Included occupations

Examples of the occupations classified here:

- Store Cashier
- Ticket issuing clerk (entertainment and sporting events)
- Checkout operator
- Service station console operator

Excluded occupations

Ticket issuing clerk (travel) - 4221

Shop sales assistant - 5223

Service station attendant - 5245

Checkout supervisor - 5222

Notes**ISCO 88 Code(s)**

4211

ISCO 08 Code**524****Title EN****Other sales workers****Lead Statement**

Other sales workers display, demonstrate, display and sell goods, food and services, usually to the general public, in contexts other than sales in markets, streets and shops. It includes sales workers not classified in minor groups 521 Street and market salespersons, 522 Shop salespersons and 523 Cashiers and ticket clerks

Task statement

Tasks performed may include: displaying and demonstrating items for sale; posing for photographs, film and video, advertising, still photography or for artistic creation; answering questions and offering advice on the use of goods and services; taking orders and making arrangements for payment, delivery and collection of goods or for provision of services; selling goods and services and soliciting business by approaching potential customers by going from door to door or using the telephone or other electronic communications media; selling fuel, lubricants and other automotive products at service stations; providing services such as fuelling, cleaning, lubricating and performing minor repairs to motor vehicles.

Included occupations**Excluded occupations**

Sales managers are classified in major group 122 Sales, marketing and development managers. Technical, medical and ICT sales professionals are classified in minor group 243, Sales, marketing and public relations professionals. Commercial sales and insurance representatives are classified in minor group 332, Sales and purchasing agents and brokers.

Notes

ISCO 08 Code**5241****Title EN****Fashion and other models****Lead Statement**

Fashion and other models wear and display clothing and accessories and pose for photographs, film and video, advertising, still photography or for artistic creation.

Task statement

Tasks include:

- (a) dressing in sample apparel of new or current styles or of type wanted by customer;
- (b) walking, turning and posing to demonstrate style and characteristics of garments, fashion accessories and other merchandise to best advantage;
- (c) posing as subject for sculpture, painting and other types of visual art;
- (d) posing for still photography for magazines and other advertising media;
- (e) posing for television, video and cinema commercials and other productions.

Included occupations

Examples of the occupations classified here:

- Advertising model
- Artist's model
- Fashion model

Excluded occupations

Some related occupations classified elsewhere:

Actor - 2655

Notes**ISCO 88 Code(s)**

5210

ISCO 08 Code
5242
Title EN
Sales demonstrators

Lead Statement

Sales demonstrators demonstrate goods at commercial premises, exhibitions and private homes.

Task statement

Tasks include:

- (a) setting up displays and demonstrating articles for sale to inform customers about their characteristics and mode of use, as well as to stimulate buying interest;
- (b) answering questions and offering advice on the use of goods;
- (c) selling goods or directing customers to sales staff;
- (d) taking orders and making arrangements for payment, delivery and collection of goods;
- (e) offering sample goods and distributing catalogues and advertising material.

Included occupations

Examples of the occupations classified here:

- Demonstrator
- Sales merchandiser

Excluded occupations

Notes

ISCO 88 Code(s)
5220, part

ISCO 08 Code**5243****Title EN****Door to door salespersons****Lead Statement**

Door to door salespersons sell goods and services and solicit business for an establishment, by approaching or visiting potential customers, usually residents in private homes, by going from door to door.

Task statement

Tasks include:

- (a) giving details of various goods or services and of terms of sale by visiting clients and potential clients door to door;
- (b) demonstrating or describing goods or services on offer;
- (c) recording orders and transactions and placing orders received with suppliers;
- (d) preparing invoices and sales contracts and accepting payment;
- (e) distributing letters, information sheets and other documents to clients;
- (f) compiling lists of prospective clients and calling on them to obtain new business;
- (g) travelling between sales areas and clients and transporting samples or goods for sale.

Included occupations

- Door to door salesperson
- Door to door sales representative
- Party plan salesperson

Excluded occupations

Commercial sales representative

Notes**ISCO 88 Code(s)**

9113 part

ISCO 08 Code**5244****Title EN****Contact centre salespersons****Lead Statement**

Contact centre salespersons contact existing and prospective customers, using the telephone or other electronic communications media, to promote goods and services, obtain sales and arrange sales visits. They may work from a customer contact centre or from non-centralised premises.

Task statement

Tasks include:

- (a) promoting goods and services by telephone or electronic mail, following scripts and working from lists of contacts;
- (b) creating interest in goods and services, and seeking a sale or agreement to see sales representatives;
- (c) arranging processing and despatch of goods and services, information kits and brochures to customers;
- (d) arranging appointments for sales representatives;
- (e) recording notes for follow-up action and updating marketing databases to reflect changes to the status of each customer;
- (f) reporting competitor activities and issues raised by contacts for attention by managers;
- (g) maintaining statistics of calls made and successes achieved;
- (h) submitting periodic reports on telemarketing activities and results.

Included occupations

- Telemarketing salesperson,
- Call centre salesperson,
- Customer contact centre salesperson,
- Internet salesperson
- Telemarketer

Excluded occupations

Contact centre information clerk - 4222

Notes**ISCO 88 Code(s)**

9113 part

ISCO 08 Code**5245****Title EN****Service station attendants****Lead Statement**

Service station attendants sell fuel, lubricants and other automotive products and provide services such as fuelling, cleaning, lubricating and performing minor repairs to motor vehicles.

Task statement

- (a) filling fuel tanks and containers to level specified by customer;
- (b) checking and replenishing air pressure in vehicle tyres, and oil and other vehicle fluid levels;
- (c) washing vehicle windscreens and windows;
- (d) performing minor repair work to vehicles such as replacing tyres, light bulbs and windscreen wiper blades;
- (e) maintaining and operating automatic car wash facilities;
- (f) collecting payments from customers for purchases;
- (g) cleaning petrol pumps and surrounding driveway, shop and facilities;
- (h) undertaking stock control and preparing reports on fuel, oil, accessories and other items sold.

Included occupations

- Marina attendant
- Service station attendant

Excluded occupations

- Service station cashier - 5230
- Shop sales assistant - 5223
- Food service counter attendant - 5246

Notes

Workers who accept payment or sell goods in shops at service stations but do not provide forecourt services such as assistance with fuel, lubricants, cleaning and maintenance are excluded from Unit group 5245, Service station attendants.

ISCO 88 Code(s)

ISCO 08 Code**5246****Title EN****Food service counter attendants****Lead Statement**

Food service counter attendants serve customers at food counters and finish preparation of simple food items in restaurants, cafes, hotels, fast food outlets, cafeterias, hospitals and other settings.

Task statement

Tasks include:

- (a) serving food to customers at counters;
- (b) ascertaining the products desired by the customer, assisting customer in making a choice and taking orders;
- (c) cleaning, peeling, slicing and trimming foodstuffs using manual and electric appliances;
- (d) preparing simple food items and reheating prepared meals;
- (e) portioning and wrapping food or placing it directly on plates for service to patrons;
- (f) packaging take-away food;
- (g) stocking refrigerators, salad and buffet bars and keeping records of the quantities of food used;
- (h) receiving payment for food items purchased.

Included occupations

Examples of the occupations classified here:

- Cafeteria counter attendant
- Salad bar attendant

Excluded occupations

Some related occupations classified elsewhere:

Kiosk salesperson - 5230

Market salesperson - 5230

Street stall salesperson - 5230

Waiter - 5131

Bartender - 5132

Fast food preparer - 9411

Cook - 5120

Notes

Vendors from street and market stalls of fresh food products not intended for immediate consumption (such as fruit, vegetables, meat and dairy products) are classified in unit group 5211 Stall and market salespersons. Vendors from street and market stalls of a variety of prepared meals and food items for immediate consumption are classified in unit group 5246, Food service counter attendants.

Vendors in streets and public places of food and beverages for immediate consumption from pushcarts, trucks, trays or baskets are classified in unit group 5212, Street food salespersons. Vendors in streets and public places of non-food items (or of pre-packaged non-perishable food items such as confectionery) from pushcarts, trucks, trays or baskets are classified in unit group 9520, Street vendors (excluding food). Workers who prepare simple food items for immediate consumption, such as hamburger cooks, but have limited direct contact with clients, are classified in unit group 9411, Fast food preparers.

If adapting these categories to national circumstances please note that the aim of separately identifying vendors of food items for immediate consumption is to ensure that jobs that require skills in service, basic preparation and hygienic handling of food are identified. Food service counter attendants generally serve a wider range of more elaborate products and meals than Street food salespersons and do not generally transport or carry food on hand carts or in baskets.

ISCO 88 Code(s)

5220 part, 5230 part

ISCO 08 Code

5249

Title EN

Sales workers not elsewhere classified

Lead Statement

This unit group includes sales workers not classified elsewhere in sub major group 52, Sales workers.

Task statement

Included occupations

Excluded occupations

Notes

ISCO 88 Code(s)

ISCO 08 Code**95****Title EN****Street and related sales and service workers****Lead Statement**

Street and related sales and service workers provide sell goods, excluding food for immediate consumptions, and provide a variety of services on streets and in other public places such as stations.

Task statement

Tasks include: buying or making various items for sale; loading and unloading items for sale and transporting them; obtaining the materials necessary to perform services; approaching people on the street to offer goods or services; cleaning and polishing shoes; cleaning and polishing car windows; running errands; assisting drivers to find a parking place and ensuring car is not damaged during driver's absence; handing out leaflets and free newspapers; receiving immediate payment.

Included occupations**Excluded occupations**

Some related occupations classified elsewhere:

Salesperson, market - 5211

Salesperson, street stall - 5211

Vendor, street/food - 5212

Notes**ISCO 88 Code(s)**

9112 part

ISCO 08 Code

951

Title EN

Street and related service workers

Lead Statement

Street and related service workers provide a variety of services on streets and in other public places, including cleaning shoes, washing car windows, running errands, looking after property, and providing other on-the-spot street services.

Task statement

Tasks include: obtaining the materials necessary to perform services; approaching people on the street to offer services; cleaning and polishing shoes; cleaning and polishing car windows; running errands; assisting drivers to find a parking place and ensuring car is not damaged during driver's absence; handing out leaflets and free newspapers; receiving immediate payment.

Included occupations

Excluded occupations

Notes

ISCO 88 Code(s)

ISCO 08 Code**9510****Title EN****Street and related service workers****Lead Statement**

Street and related service workers provide a variety of services on streets and in other public places, including cleaning shoes, washing car windows, running errands, handing out leaflets, looking after property, and providing other on-the-spot street services.

Task statement

Tasks include:

- (a) obtaining the materials necessary to perform services;
- (b) approaching people on the street to offer services;
- (c) cleaning and polishing shoes;
- (d) cleaning and polishing car windows;
- (e) running errands;
- (f) assisting drivers to find a parking place and ensuring car is not damaged during driver's absence;
- (g) handing out leaflets and free newspapers;
- (h) receiving immediate payment.

Included occupations

Examples of the occupations classified here:

- Errand boy
- Shoe-polisher
- Car window washer
- Car guard
- Leaflet distributor
- Free newspaper distributor

Excluded occupations

Leaflet and newspaper deliverer - 9621

Forecourt attendant - 5245

Notes**ISCO 88 Code(s)**

9120

ISCO 08 Code
952
Title EN
Street vendors

Lead Statement

Street vendors sell a usually limited range of goods, excluding food for immediate consumption, in streets and public places such as stations, cinemas or theatres.

Task statement

Tasks performed usually include: buying or receiving items for sale, or making simple items; loading and unloading basket, tray, push-cart, bicycle, hand truck or other vehicle, to transport goods to the streets or public places such as stations or cinemas; displaying goods or calling out to attract customer's attention; approaching potential customers on street and offering goods for sale; receiving immediate payment.

Included occupations

Excluded occupations

Notes

ISCO 88 Code(s)

ISCO 08 Code
9520
Title EN
Street vendors

Lead Statement

Street vendors sell a usually limited range of goods, excluding food for immediate consumption, in streets and public places such as stations, cinemas or theatres.

Task statement

Tasks include:

- (a) buying or receiving items for sale, or making simple items;
- (b) loading and unloading basket, tray, push-cart, bicycle, hand truck or other vehicle, to transport goods to the streets or public places such as stations or cinemas;
- (c) displaying goods or calling out to attract customer's attention;
- (d) approaching potential customers on street and offering goods for sale;
- (e) receiving immediate payment.

Included occupations

Examples of the occupations classified here:

Hawker
Pedlar
Newspaper vendor

Excluded occupations

Some related occupations classified elsewhere:

Market salesperson - 5211
Street stall salesperson - 5211
Street food vendor - 5212
Free newspaper distributor - 9510

Notes

Vendors from street and market stalls of fresh food products not intended for immediate consumption (such as fruit, vegetables, meat and dairy products) are classified in unit group 5211 Stall and market salespersons. Vendors from street and market stalls of a variety of prepared meals and food items for immediate consumption are classified in unit group 5246, Food service counter attendants. Vendors in streets and public places of food and beverages for immediate consumption from pushcarts, trucks, trays or baskets are classified in unit group 5212, Street food salespersons. Vendors in streets and public places of non-food items (or of pre-packaged non-perishable food items such as confectionery) from pushcarts, trucks, trays or baskets are classified in unit group 9520, Street vendors (excluding food).

ISCO 88 Code(s)

9112 part