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| OFFICE OF APPRENTICESHIP  BULLETIN | **NO.**  2023-10 |
| **DATE**  November 2, 2022 |

**TO:** NATIONAL APPRENTICESHIP SYSTEM STAKEHOLDERS

OFFICE OF APPRENTICESHIP STAFF

STATE APPRENTICESHIP AGENCIES

**FROM:** JOHN V. LADD /s/

Administrator, Office of Apprenticeship

**SUBJECT:** New CBOF Apprenticeable Occupation: Commercial and Technical Sales Representative

1. **Purpose.** To inform the staff of OA, State Apprenticeship Agencies (SAA), Registered Apprenticeship program sponsors, and other Registered Apprenticeship partners of the following new Competency-based Occupational Framework (CBOF) to an apprenticeable occupation: Commercial and Technical Sales Representative
2. **Action Requested.** OA staff should familiarize themselves with this bulletin and the attached Work Process Schedule and Related Instruction Outline, as a source for developing apprenticeship standards and/or providing technical assistance.

Commercial and Technical Sales Representative will be added to the List of Occupations Recognized as Apprenticeable by OA located on www.apprenticeship.gov. A suggested Work Process Schedule and Related Instruction Outline are attached.

1. **Summary and Background.**
   1. Summary – The occupation Commercial and Technical Sales Representative was submitted by Mr. Zachary Boren, Senior Policy Program Manager on behalf of Urban Institute, were processed by Kirk Jefferson and approved by the OA Administrator on October 20, 2022.

The National Office has approved a new Competency-based Occupational Framework (CBOF), developed in partnership with the Urban Institute. This CBOF has met industry standards and approval; it covers job titles and occupational pathways, related functions and performance criteria, as well as academic, workplace and personal competencies for job success. While use of CBOFs in developing standards utilizing the competency-based training approach is voluntary, no additional vetting of a Work Process Schedule (WPS) utilizing the CBOF should be required where a program aligns to the occupational framework described in a CBOF, beyond the basic requirements set forth in 29 CFR Part 29. While on-the-job learning (OJL) is ordinarily outlined in the WPS, sponsors who utilize a CBOF must develop the Related Instruction Outline, which should be included in the standards. Within certain limits, the sponsors of CBOF apprenticeship programs are permitted to customize the job functions or competencies contained in a CBOF for Commercial and Technical Sales Representative occupation.

However, OA encourages the use of all core competencies to be included in the approved WPS.

* 1. Background –

***New/Revised Occupation Background -*** Under 29 CFR section 29.4, an occupation for a RAP must meet the following criteria to be determined apprenticeable:

1. Involve skills that are customarily learned in a practical way through a structured, systematic program of on-the job supervised learning:
2. Be clearly identified and commonly recognized throughout an industry;
3. Involve the progressive attainment of manual, mechanical, or technical skills and knowledge which, in accordance with the industry standard for the occupation, would require the completion of at least 2,000 hours of on-the-job learning to attain; and
4. Require related instruction to supplement the on-the job learning.
5. **New CBOF Apprenticeable Occupation.** The occupation Commercial and Technical Sales Representative was submitted for an apprenticeability determination.

Commercial and Technical Sales Representative  
O\*NET-SOC CODE: 41-4011.00

RAPIDS Code: 2075CB

Type of Training: Competency-based

Commercial and Technical Sales Representatives perform the following duties:

• Identify and evaluate marketing opportunities ensuring characteristics of products meet consumer priorities, needs and preferences;

• Determine promotional strategies and develop promotional material; and

• Develop and monitor a sales plan to achieve sales goals and quotas.

1. **Inquiries.** If you have any questions, please contact Natalie Linton, Program Analyst, Division of Registered Apprenticeship and Policy at (202) 693-3592.
2. **Attachments.**

