

Pearce Doorley
Cpl Sales and Marketing

SALES SALARY SURVEY 2011 AND TRENDS FOR 2012



Cpl Sales and Marketing

- Ireland's largest specialist sales recruitment team.
- 10 recruiters specialising in different sectors of sales recruitment only.
- Sectors covered IT, Telecoms, FMCG, Medical / Pharma, Services, Media, Hospitality, Social Media / Online, Engineering and Logistics.
- Recruit roles from GM to Telesales and everything in between.
- Being specialists in our market affords us the opportunity to meet and build relationships with the best clients & candidates in the market place.
- Winner "Best in Practice – Sales & Marketing" NRF Awards 2009
- Winner "Recruitment Agency of the Year" NRF Awards 2010

Salary Survey

Sales	2008	2009	2010	2011
Sales Director	220 - 200	220 - 240	200 - 250	180 - 250
Sales Manager	100 - 120	90 - 120	80 - 120	85 - 140
Business Development Director	150 - 180	150 - 180	130 - 180	130 - 180
Business Development Manager	100 - 120	90 - 120	90 - 120	80 - 120
Business Development Exec	80 - 100	80 - 100	60 - 100	50 - 80
Channel Sales Manager	90 - 100	90 - 100	80 - 100	70 - 90
Corporate Account Manager	80 - 120	80 - 120	80 - 120	80 - 120
Account Executive	80 - 90	80 - 90	70 - 90	90 - 120
Professional Service Sales	100 - 180	90 - 170	90 - 160	90 - 160

Salary Survey

Sales	2008	2009	2010	2011
Pre-Sales Consultants	60 - 85	55 - 80	55 - 80	65 - 95
Sales Team Leader	50 - 90	50 - 90	50 - 90	50 - 80
Sales Coach	60 - 90	60 - 80	50 - 80	50 - 80
Sales Executive	40 - 80	40 - 80	35 - 70	40 - 80
Sales Representative	40 - 70	35 - 70	35 - 75	35 - 75
Field Sales Representative	40 - 80	35 - 80	35 - 80	35 - 80
Telemarketing Executive	40 - 60	40 - 60	35 - 55	35 - 45
Merchandisers	30 - 40k	30 - 40k	30 - 40k	30 - 40

***Salaries are OTE, normally basic is 60% and commission is 40%**

Marketing	2008	2009	2010	2011
Marketing Director	100 - 180	90 - 165	100 - 170	85 - 120
Marketing Manager	60 - 80	50 - 70	55 - 75	50 - 85
Brand Manager	45 - 65	40 - 60	45 - 60	35 - 50
Product Manager	45 - 65	40 - 60	45 - 60	50 - 70
Marketing Comms Manager	50 - 80	45 - 75	45 - 80	45 - 75
Strategic Alliance Manager	55 - 75	50 - 70	50 - 75	50 - 70
Marketing Research Manager	60 - 80	55 - 75	55 - 80	50 - 85
Market Analyst	30 - 50	30 - 40	30 - 45	35 - 50
Marketing Executive	30 - 45	25 - 40	30 - 45	30 - 45
Marketing Assistant	25 - 30	22 - 27	25 - 30	23 - 30
Online / Digital Marketing Manager	65 - 90	65 - 110	65 - 120	65 - 110
Campaign Planner / Manager	45 - 55	45 - 65	45 - 60	45 - 60
Online / Digital Marketing Executive	28 - 35	35 - 45	35 - 45	30 - 40
Digital Account Manager	35 - 45	40 - 50	45 - 55	45 - 65
SEO / PPC Specialist	N/A	30 - 40	35 - 40	30 - 45

What this actually means: Office based sales

	<u>2010</u>	<u>2011</u>
Telesales	20 – 23K	23 – 25K
Team Leader	30 – 40K	35 – 42K
Sales Manager	40 – 60K	50 – 65K
Consultative Sales	26 – 35K	30 – 50K
Senior A/C Manager	50 – 60K	50 – 70K
Account Director	70 – 80K	80 – 100K
Snr Account Director	90 – 120K	100 – 150K

What this actually means: Field Sales

	<u>2010</u>	<u>2011</u>
Business Dev Exec	25 – 30K	26 – 35K
Account Manager	30 – 40K	30 – 40K
Snr Account Man	40 – 60K	50 – 60K
Senior Business Dev	40 – 60K	50 – 60K
Field Sales Man	45 – 60K	50 – 65K
Sales Director	70 – 110	80 -120K
Head of Sales	90 – 120	110 – 140K

Different Sectors

- IT - Strong Growth - Multinationals selling into Europe but some green shoots are appearing in SME market. 2nd Language an advantage. Field Vs Office based
- Telecoms – Growth – New hires and replacement. Telecoms candidates are the most willing to change roles
- FMCG – Slow – some green shoots but mainly at a very senior strategic level. Field Vs Internal
- Services – Good – outsourced companies are hiring sales staff such as Contract cleaning, Security, outsourced sales

Different Sectors

- Social Media – Strong – new sectors and companies such as Facebook, LinkedIn, Twitter, Groupon, Asperity and Living Social
- Pharma / Medical – closed industry, roles available but only for candidates with the experience in the industry.
- Marketing – very strong throughout the last few years. All sectors are recruiting Online, Social Media, Digital and the more traditional sectors such as IT, FMCG, Medical and Telecoms.

Trends of 2011

- ⦿ Education - a must with most multinational companies – degree and above
- ⦿ SME – more experienced focused, sectors / products and connections
- ⦿ Majority of roles being filled by candidates from similar role or sector
- ⦿ Very little training going on, companies want people to come in and hit the ground running
- ⦿ Candidate confidence on the rise
- ⦿ Social Media / Blogging – Do your research

Expected Trends of 2012

- ⦿ Education to play a bigger factor
- ⦿ Irish SME market to increase sales force
- ⦿ Multinationals – continued growth and expansion: Twitter, Facebook, LinkedIn, Software, Social media
- ⦿ Increase in number of new roles and replacement roles
- ⦿ Perm roles to slowly increase, decrease in temp / contract sales roles
- ⦿ Candidate Confidence to grow further which will fuel the jobs market
- ⦿ Salaries to stay close to today's levels
- ⦿ Industry experience requirements to slightly ease

◎ Thank You

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