

SALES 08/09

# Salary

**SALARY & EMPLOYMENT FORECAST**

Michael Page  
INTERNATIONAL

## WELCOME

Welcome to the 08/09 Michael Page International Sales Salary & Employment Forecast.

Michael Page International is a world-leading specialist recruitment consultancy. Growing entirely organically, rather than by mergers or acquisitions, we now have over 5,000 people in 149 offices in 25 countries worldwide. Coming from all industry sectors, our clients range from market-leading multi-nationals to small and medium sized enterprises.

Our consistent organic growth strategy of investment through cycles is driving our growth in the specialist recruitment market in Australia. In just 23 years, we have grown to become one of the best-known and most respected recruitment consultancies and are proud to set the standard within our profession for specialist service, with a personal touch.

This year, the format of our Salary Survey has changed to reflect our growing business in Australia and make it easier for employers and candidates to stay abreast of current employment market and salary trends.

While a number of current industry surveys provide qualitative insight on hiring intentions and salary levels, the Michael Page International Salary & Employment Forecast combines both quantitative and qualitative research derived from our national survey of employers and job seekers and our extensive involvement in the professional labour market.

The national survey, completed by approximately 1,500 employers and 5,500 employees, covers a range of issues and trends relevant to today's corporate sector and establishes the Salary & Employment Forecast as a highly reputable report, based on in-depth national research.

The Sales Salary & Employment Forecast provides employers and candidates with useful insights into the hiring expectations, recruitment challenges and wage forecasts of key hiring managers in the sales profession over the coming year. You can also view the Salary & Employment Forecasts for the following key professions on our website:

- Finance
- Financial Services
- Legal
- Marketing
- Technology
- Human Resources
- Engineering & Manufacturing
- Procurement & Supply Chain
- Property & Construction
- Mining & Resources

I wish to thank everyone who contributed to this year's Salary & Employment Forecast and trust you find the new report helpful and informative. We welcome your feedback and encourage you to contact us for further information or market specific advice at [www.michaelpage.com.au/contact-us](http://www.michaelpage.com.au/contact-us).



Phillip Guest  
Managing Director, Australia

## MARKET OVERVIEW

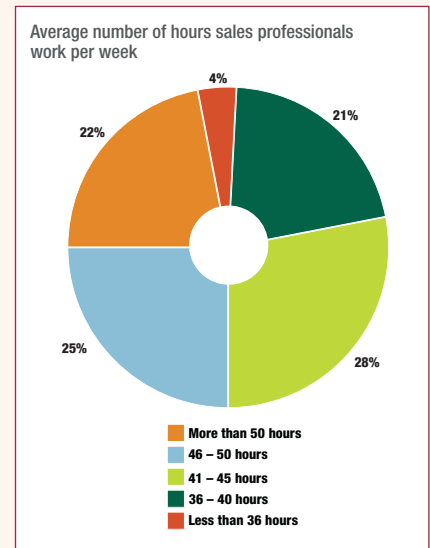
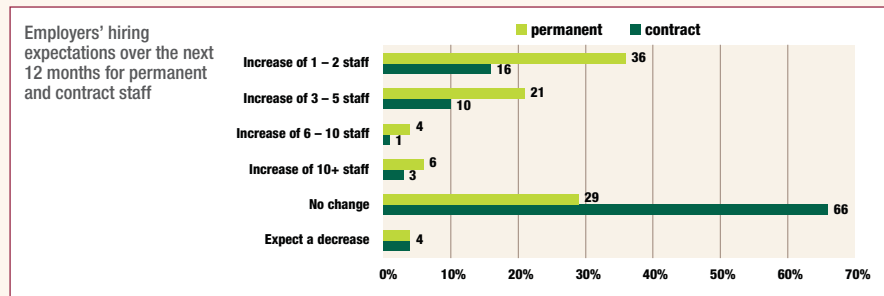
Australia's economic prosperity and investment surge over the past few years has put considerable pressure on companies to sustain growth levels and this is having a marked impact on the sales function. Despite signs of a slowing in consumer confidence, companies are looking to increase revenue generation through new market opportunities and greater market penetration, which is driving demand for sales professionals.

An interesting trend gaining momentum in the sales sector relates to the mobility of professionals. We are seeing a higher

number of sales staff moving interstate due to the transferable nature of skills and similar salaries and career opportunities nationally. Capital cities outside of New South Wales, such as Brisbane and Melbourne, are becoming attractive career destinations for sales professionals from Sydney who are looking for lower costs of living.

With the tightest labour market in over 30 years, it's clear that employers need to take a long-term view of how to retain and attract talent. It is promising to see employers, particularly those in the FMCG, professional

services and consumer sectors, becoming more flexible when it comes to industry experience and hiring based on competency and cultural fit, rather than specific skill sets.



## SKILLS IN DEMAND

It is a buoyant employment market for sales professionals, with no indication of a slow down despite talk of weaker economic conditions. Approximately 65% of employers surveyed plan to increase permanent headcount over the next 12 months, with new products and services the main reason for employment growth. Demand for candidates far outweighs supply and many companies are constrained because they do not have the sales professionals to support their growth plans.

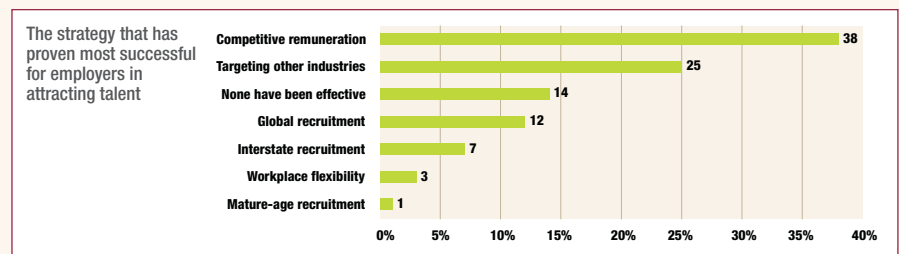
Business development managers are very highly sought after across all sectors because they generate new business and directly impact the bottom line. Similarly, demand for account managers who can manage and develop existing relationships is strong as companies aim to improve market share and sell new products into their existing customer base. Employers are willing to pay a premium for these highly sought after skill sets.

The FMCG sector is performing strongly and is a highly competitive market. We are seeing strongest demand for business development executives, national account managers and category managers as companies strive to differentiate their product offerings.

Corporate entities supporting the government sector are investing heavily in their commercial capabilities to maintain competitiveness and we are seeing some major organisations expanding their sales teams to drive new business.

Candidates from the corporate sector are highly sought after for these positions.

The employment market in the IT&T and financial services sectors is more stable with companies cautious about increasing permanent headcount due to global financial market volatility. Although business confidence may have slowed somewhat, strong candidates will always have opportunities in these sectors where sales teams are generally very large.



## RECRUITMENT CHALLENGES

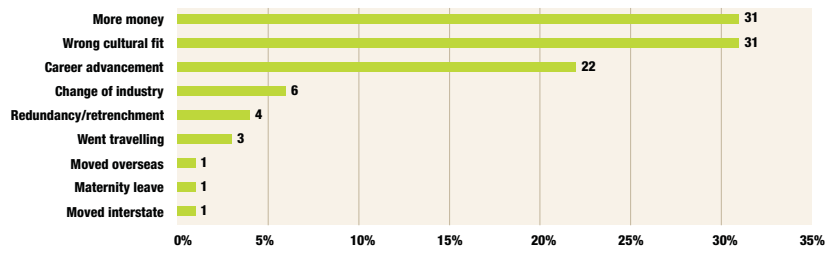
There is strong competition amongst employers for sales talent and candidates are more selective than other industries when deciding which companies to work for. In this tight labour market, it is critical for employers to be flexible and ensure a positive recruitment experience for potential employees.

Employers need to engage potential employees early on and communicate their corporate values and culture from the outset. We suggest selling the benefits of your company, as sales professionals typically want to work for brands they are passionate about. Some companies are even conducting more informal interviews with short-listed candidates to determine their cultural and personality fit.

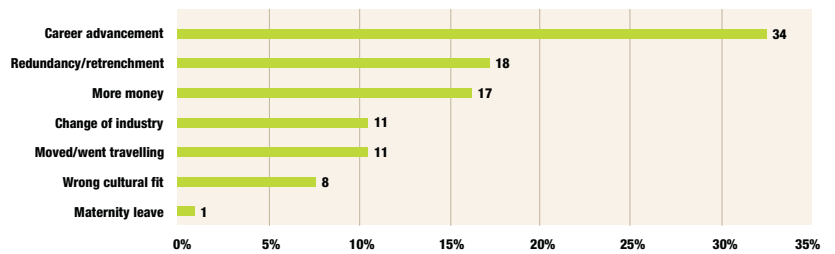
We are seeing more companies broaden the scope of their talent search to increase their candidate pool. Employers with a focus on competency and transferable skills are successfully attracting a high calibre of candidates and this has increased cross-industry movement. Approximately 25% of employers surveyed cite targeting professionals from other industries as a successful strategy in addressing the professional skills shortage.

To address the domestic skills gap, companies are also becoming more open to overseas recruitment and sponsorship

Employers' perceptions of the major contributing factors in people leaving



Employees' main reason for changing jobs



arrangements. There are an increasing number of sales professionals entering the Australian market from the USA and UK, although this is not as common in the financial services sector where companies prefer candidates with local market knowledge and experience.

We have seen an increase in the demand for contract and temporary employment due

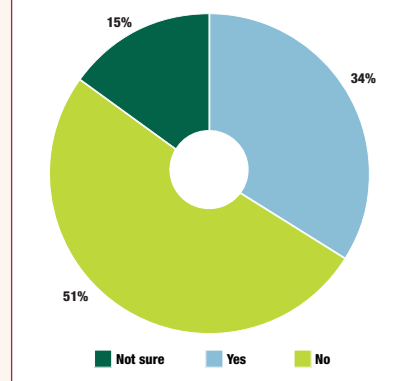
to the shortage of permanent candidates to replace existing staff leaving. This can be an effective strategy for addressing the current skills gap and is a good way to determine potential prior to offering employees a permanent role. It can also be a cost-effective solution when launching a new product or implementing a sales initiative into the market.

## WAGES INFLATION

Despite the current skills shortage, our prediction is for moderate salary increases of 5–10% over the next 12 months, although increases of 15% may be offered to secure specialist and highly sought after skill sets. Increases will predominantly be to base salary rather than bonuses.

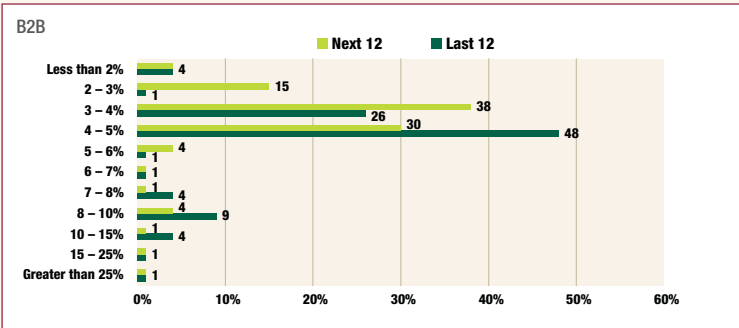
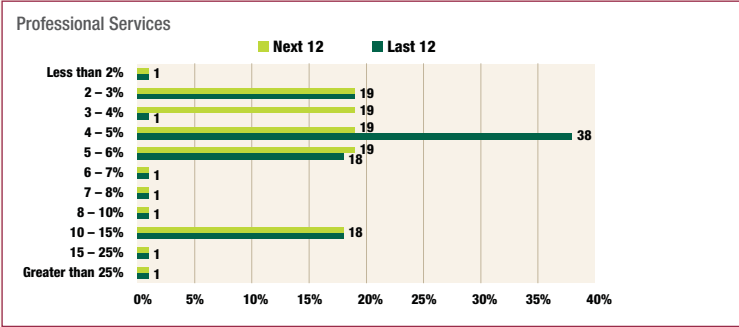
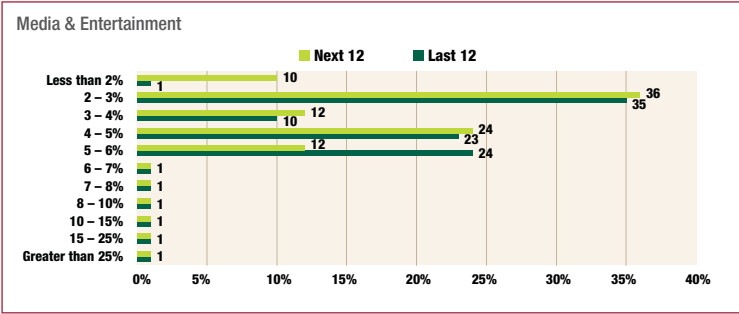
Employers are becoming more creative with salary packages in order to attract and retain talent. A trend gaining momentum is to offer employees a car allowance as opposed to a company vehicle, so that they can choose their car but still receive an allowance.

Employers' perceptions on whether wages growth over the past 12 months is in line with increased employee productivity



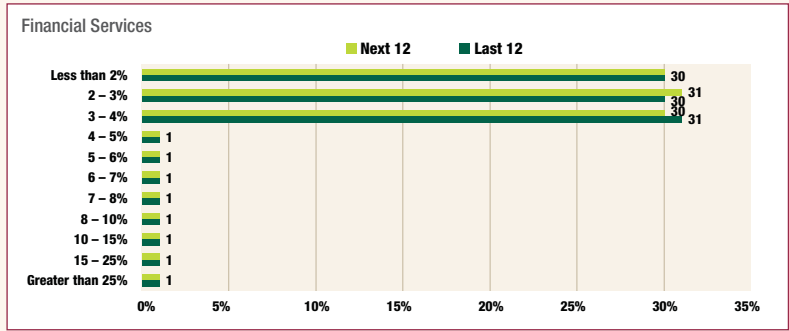
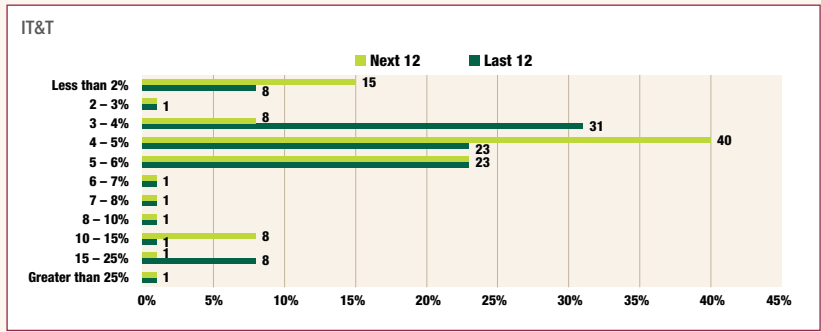
# EMPLOYER SALARY PREDICTIONS

Percentage increase next 12 months VS last 12 months



## EMPLOYER SALARY PREDICTIONS

Percentage increase next 12 months VS last 12 months



**SALARY TABLES**  
**CONSUMER GOODS**

State	NSW				VIC			
Size of Company	Sml/Med	Sml/Med	Large	Large	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
<b>ROLE</b>								
Category Executive/Analyst	50-60	60-80	60-70	70-85	50-60	60-75	50-60	60-75
Category Manager	85-105	105-125	95-115	115-135	85-115	100-135	95-125	115-145
Territory Manager/Sales Representative	50-70	80-95	50-70	75-95	40-60	75-90	50-60	75-95
Key Account Manager	60-95	85-125	80-95	105-125	60-75	85-105	60-75	95-115
National Account Manager (4 years)	85-125	115-145	105-135	135-160	75-90	95-125	90-125	125-145
State Manager (7 years)	105-125	125-165	125-150	150-185	75-95	105-125	85-115	125-145
National Sales Manager	135-165	155+	145-185	150-230	115-135	155+	115-155	165+
Sales Director†	165+	210+	210-310	250-365	135+	150+	160-210	210+

State	QLD				WA			
Size of Company	Sml/Med	Sml/Med	Large	Large	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
<b>ROLE</b>								
Category Executive/Analyst	50-60	60-75	50-60	50-70	50-55	55-80	55-65	65-80
Category Manager	85-115	100-135	95-125	115-135	80-100	100-120	90-110	100-125
Territory Manager/Sales Representative	40-60	75-90	50-65	75-95	50-65	75-90	55-70	70-90
Key Account Manager	60-75	85-105	60-75	95-115	60-90	80-120	75-90	100-120
National Account Manager (4 years)	75-90	95-125	90-125	125-145	80-120	110-140	100-130	130-160
State Manager (7 years)	75-95	105-125	85-115	125-145	100-120	120-160	130-160	150-180
National Sales Manager	115-135	150+	115-150+	160+	130-160	150+	140-180	150-220
Sales Director†	135+	155+	165-210	210+	160+	200+	200-300	250-350

**IT&T**

State	NSW				VIC			
Size of Company	Sml/Med	Sml/Med	Large	Large	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
<b>ROLE</b>								
Sales Executive/Account Manager	60 - 70	85-105	70-80	105 - 125	50-55	75-95	40-60	90-100
Pre Sales	95-105	115-130	105-115	130-145	70-95	105 -125	95-115	135-170
Senior Account Manager (5 years)	85-105	115-145	95-115	145-185	75-95	125-155	75-105	135-160
Channel Manager	90-100	125-145	100-115	145-185	70-90	105-125	75-95	125-155
Technical Sales Manager	85-95	115-135	95-115	135-145	80-90	110-130	90-110	130-140
Business Development Manager	90-115	135-175	90-135	150-210	75-105	135-150	85-125	150-210
National Sales Manager	115-135	150-180	150-175	185-210	105-135	155+	125-165	185+
Sales Director†	150-170	230+	190-240	250+	125-165	210+	160-210	250+

State	QLD				WA			
Size of Company	Sml/Med	Sml/Med	Large	Large	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
<b>ROLE</b>								
Sales Executive/Account Manager	45-55	75-95	40-60	90-100	55 - 65	80-100	65-75	100 - 120
Pre Sales	70-95	105 -125	95-115	135-150	80-100	100-120	90-110	125 - 135
Senior Account Manager (5 years)	75-95	125-155	75-105	135-160	80-100	110-140	90-110	140-180
Channel Manager	70-90	105-125	75-95	125-155	85-95	120-140	90-110	130-170
Technical Sales Manager	80-90	110-130	90-110	130-145	80-100	110 - 130	90-110	120-140
Business Development Manager	75-105	135-150	85-125	150-210	85-110	130-170	85-130	150-200+
National Sales Manager	105-135	155+	125-165	185+	110-130	140-170	150-170	180-200+
Sales Director†	125-160	210+	160-210	250+	125-160	210+	160-210	250+

Please note:

- Salaries are based on the TCE – Total Cost of Employment, including base salary, superannuation, car etc. excluding any 'at-risk' component unless otherwise stated.
- Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million.
- OTE – On Target Earnings refers to the expected earning capacity of the employees, based upon achievement of KPIs. This includes base salary, superannuation, car and bonus/incentive schemes.
- For management roles, salary differentials are dependent upon the size of teams and staffing responsibilities.
- Years of experience are used as a guide only and may vary between organisations.

† Salaries at this level can vary widely depending on the individual's background and experience and the scope of the role. Please contact our Executive Search team for specific advice regarding salaries at the executive level.

## B2B

State	NSW		VIC		QLD		WA	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<b>ROLE</b>								
Internal Sales Representative	50–55	50–60	50–55	50–60	50–55	50–60	45–55	50–60
Sales Representative	55–70	60–75	60–70	60–75	60–70	60–75	55–70	65–85
Account Manager	75–95	85–95	75–85	75–85	75–85	75–85	70–90	80–90
Business Development Manager	95–105	105–135	85–100	95–115	85–100	95–115	90–110	100–130
Channel Manager	85–95	95–105	80–85	85–95	80–85	85–95	80–90	90–100
Customer Assistance Manager	95–105	105–125	85–95	95–105	85–95	95–105	80–100	100–120
State Manager	105–135	115–145	85–105	115–125	85–105	115–125	100–130	110–150
National Sales Manager	125–160	150–210	105–125	135–150	105–125	135–150	100–150	150–200

## FINANCIAL SERVICES

State	NSW				VIC			
Size of Company	Sml/Med	Sml/Med	Large	Large	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
<b>ROLE</b>								
Financial Planner	45–70	105–155	60–80	155–210	50–60	125–155	60–80	135–210
Mortgage Lender	55–65	105–155	60–80	115–160	55–65	105–155	60–80	125–165
Business Development Manager	85–105	125–155	95–115	155–210	85–105	125–155	90–105	145–210
National Sales Manager	115–155	165–185	150–180	210–255	115–155	165–185	150–180	210–280
Head of Distribution	110–155	155–190	145–185	210–240	115–155	155–1980	145–185	210–240

State	QLD				WA			
Size of Company	Sml/Med	Sml/Med	Large	Large	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
<b>ROLE</b>								
Financial Planner	40–50	115–135	50–70	120–190	45–65	100–150+	55–75	150–200+
Mortgage Lender	50–55	95–135	50–70	115–145	50–60	100–150+	55–75	110–160+
Business Development Manager	75–95	115–135	80–95	130–190	80–100	120–150+	90–120	150–200+
National Sales Manager	105–140	145–165	135–160	190–230	110–150	160–180	145–175	200–250+
Head of Distribution	105–140	140–170	130–165	190–215	105–150	150–185	140–180	200–230+

Please note:

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- Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million.
- For management roles, salary differentials are dependent upon the size of teams and staffing responsibilities.
- Years of experience are used as a guide only and may vary between organisations.
- These figures are for the base/cash component only.
- Generally all sales roles add a fully maintained company car (\$15,000) or car allowance to the package.

## MEDIA & ENTERTAINMENT

State	NSW				VIC			
Size of Company	Sml/Med	Sml/Med	Large	Large	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
<b>ROLE</b>								
Sales Coordinator	40–50	N/A	45–50	N/A	35–45	N/A	40–50	N/A
Sales Analyst	50–60	N/A	50–60	N/A	50–60	N/A	50–60	N/A
Distribution/Circulation Analyst (0 – 1½ years)	45–55	N/A	50–60	N/A	40–50	N/A	50–60	N/A
Distribution/Circulation Analyst (1½ yrs – 3 yrs)	50–60	N/A	60–70	N/A	50–60	N/A	55–65	N/A
Sales Executive (1½ years)	50–60	75–85	50–60	80–90	40–50	80–85	50–60	80–100
Account Manager (3 years)	60–75	95–115	75–85	115–125	45–55	60–70	50–60	70–80
Account Manager (3+ years)	75–85	115–135	85–105	125–145	50–60	95–105	60–70	95–115
Business Development Executive (3 years)	50–70	85–95	60–75	85–105	50–60	80–90	60–75	85–100
Business Development Manager	70–80	90–115	80–100	115–145	60–70	95–125	75–85	105–135
National Key Account Manager	90–100	125–135	100–115	135–155	80–90	105–115	80–95	105–135
State Sales Manager	85–105	125–145	90–105	145–155	85–95	105–125	90–105	125–145
National Sales Manager (Small team)	105–125	145–165	125–145	185–220	95–105	125–145	105–125	155+
National Sales Manager (Large team)	125–155	185–220	155–185	220–240	110–150	160–210	120–175	175–220
Sales Director†	160–180	230–250	210–240	310–360	125–145	165+	135+	185+

State	QLD				WA			
Size of Company	Sml/Med	Sml/Med	Large	Large	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
<b>ROLE</b>								
Sales Coordinator	30–65	N/A	35–45	N/A	40–45	N/A	45–50	N/A
Sales Analyst	40–50	N/A	50–55	N/A	45–55	N/A	50–60	N/A
Distribution/Circulation Analyst (0 – 1½ years)	35–40	N/A	40–50	N/A	45–50	N/A	50–60	N/A
Distribution/Circulation Analyst (1½ yrs – 3 yrs)	45–50	N/A	50–55	N/A	50–60	N/A	55–65	N/A
Sales Executive (1½ years)	35–45	70–75	45–50	75–90	50–55	70–80	50–60	75–85
Account Manager (3 years)	40–50	55–65	45–50	60–70	60–70	90–110	70–80	110–120
Account Manager (3+ years)	45–50	85–95	55–60	85–105	70–80	110–130	80–100	120–140
Business Development Executive (3 years)	50–55	70–80	55–60	75–90	50–65	80–90	55–70	80–100
Business Development Manager	55–60	85–115	65–75	95–125	70–80	85–110	85–110	110–150
National Key Account Manager	70–80	95–115	75–85	95–125	85–95	120–130	95–110	120–150
State Sales Manager	75–85	95–115	79–95	115–130	80–100	120–140	85–100	140–150
National Sales Manager (Small team)	85–95	115–130	95–115	135–160	100–120	130–150	120–140	160–200
National Sales Manager (Large team)	95–110	130–180	110–125	140–190	100–140	150–170	130–160	180–220
Sales Director†	115+	145+	125	165+	160–180	220–250	200–230	250–300

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- For management roles, salary differentials are dependent upon the size of teams and staffing responsibilities.
- Years of experience are used as a guide only and may vary between organisations.
- The roles marked N/A are not common for On Target Earnings.

† Salaries at this level can vary widely depending on the individual's background and experience and the scope of the role. Please contact our Executive Search team for specific advice regarding salaries at the executive level.

# Salary

**SALARY & EMPLOYMENT FORECAST**

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