

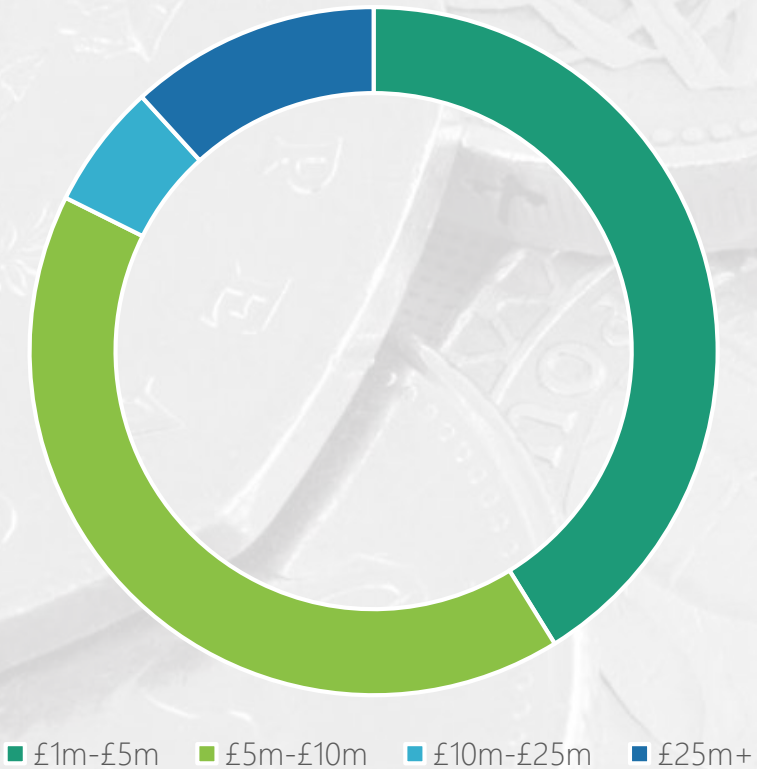
IT Sales Salary Survey – 2016

Content

2. Demographic
3. Ratio of sales people to revenue
4. Averages across all roles
5. Sales targets based on
6. Hiring sales people & ratio of successful “hires”
8. Details by 6 sales roles – account manager, new business etc.
14. Mix of roles & salaries & ratio fixed to variable salary
18. Lead generation etc.

Demographic of respondents...

Revenue Size



Predominant Business Model

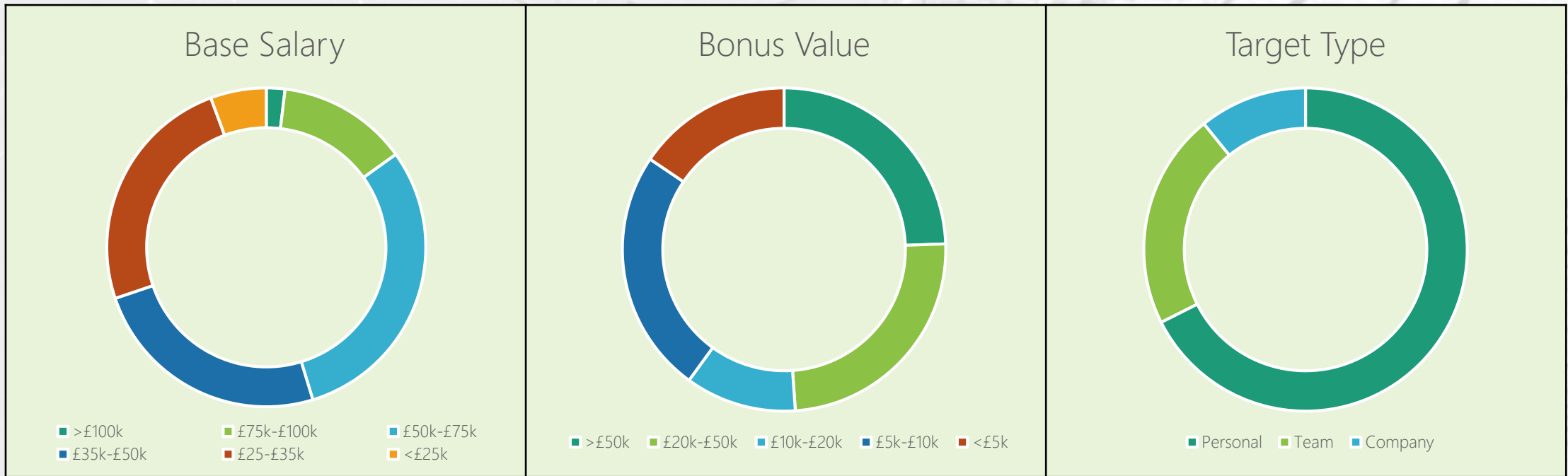


Total of 28 companies collectively employing 252 sales people...

Ratio of sales people to £mn revenue



Averages across all roles...

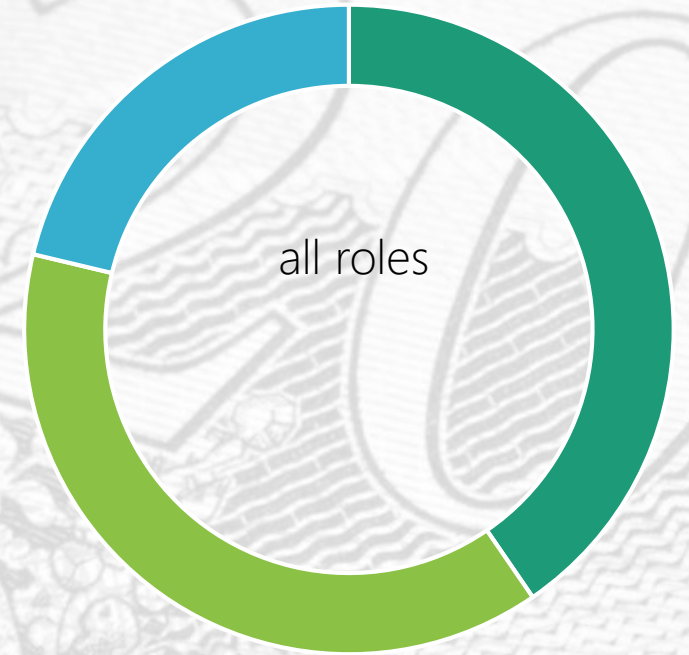


Average age = 35yrs 8mths

Average tenure = 4yrs 8mths

Sales targets are based on...

■ GP ■ Revenue ■ Other



Account Management

New Business - telesales

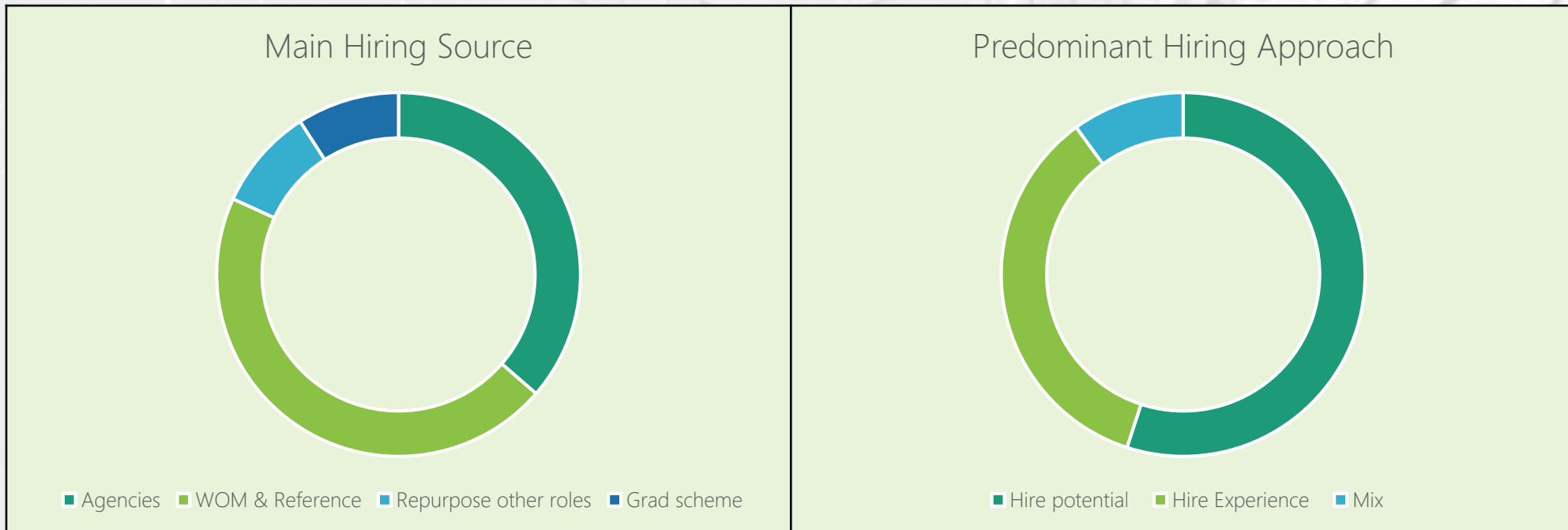
New Business - field

Hybrid AM & NB

Sales Specialist / tec pre-sales

Account Director

Hiring sales people ...



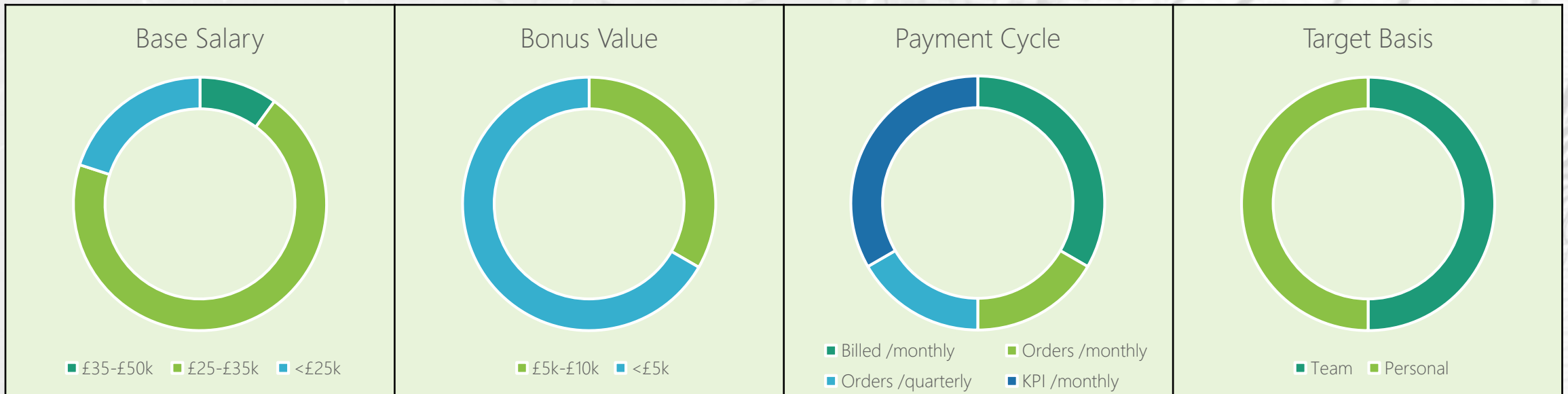
Quotes "agencies don't really work" "nothing really works" "can't find ready-now"
"graduate recruitment works but takes more time & money than expected"

Number of months before making a meaningful contribution **6½mths** (range 2-12)

Percentage of sales hires that "work out"



The sales support or "inside-sales" role



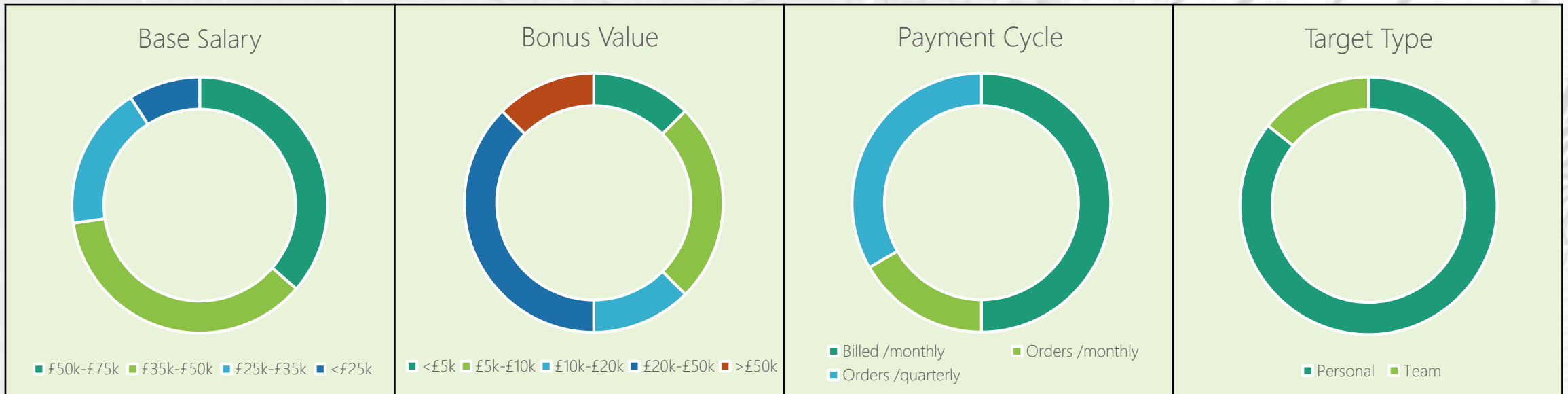
Average OTE : **£27.5k** *consistent with 2015 research*

Average target : £100k - £200k GP

Average age : **27½**

Average tenure : **1yr 7mths**

The account manager role



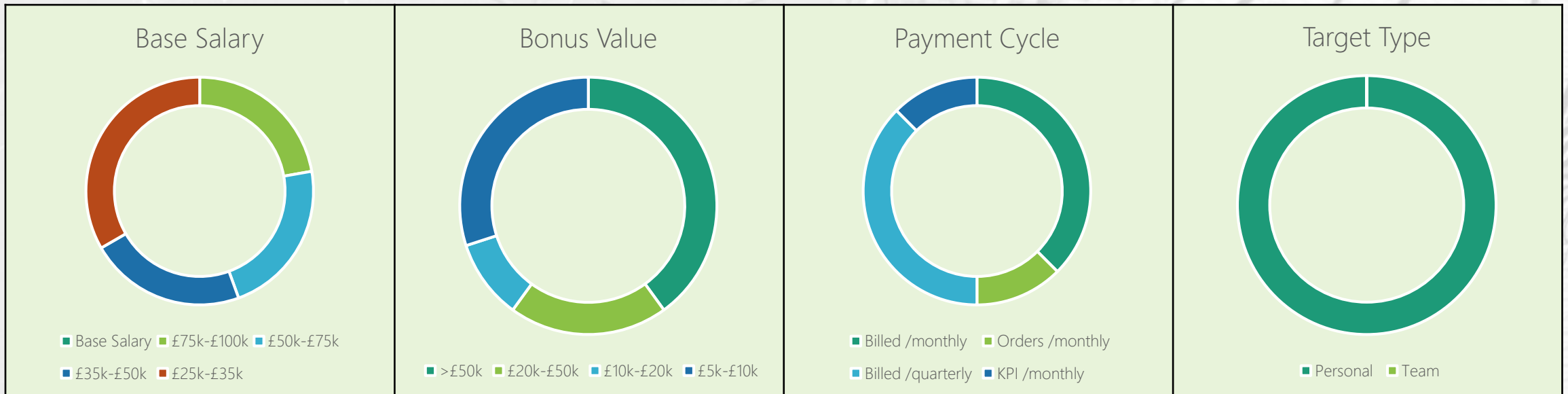
Average OTE : £58.3k

Average target : £1m revenue or £280k GP

Average age : 35yrs 10mths

Average tenure : 2yr 11mths

The new business role (all types)



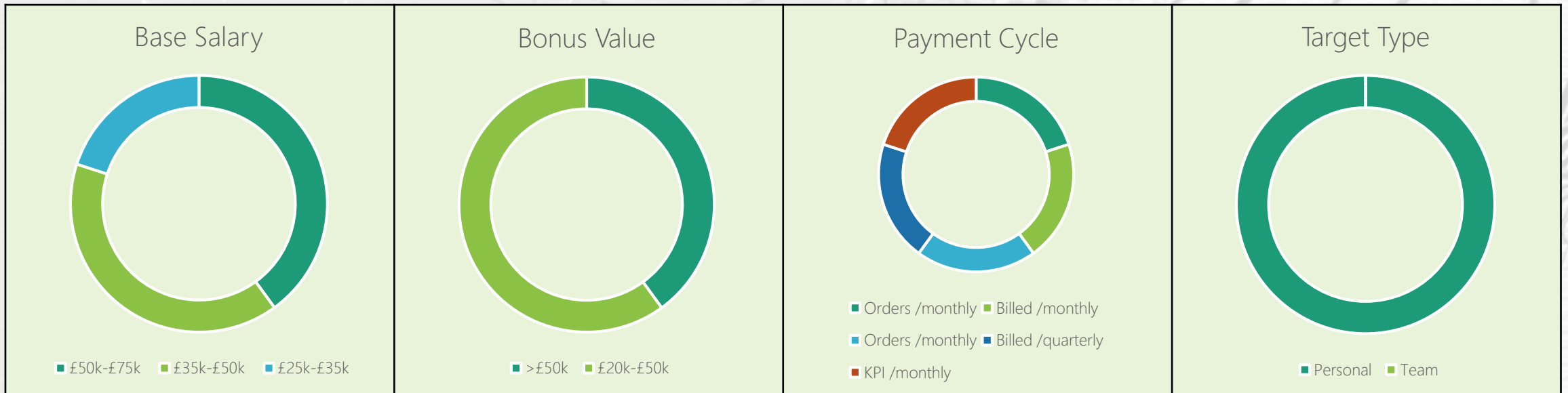
Average OTE : **£69.25k** (range £25k - £120k) (2 roles averages £90k & £27k)

Average target : *varied*

Average age : **37yrs**

Average tenure : **2yrs 2mths**

The hybrid new business & account mgr. role



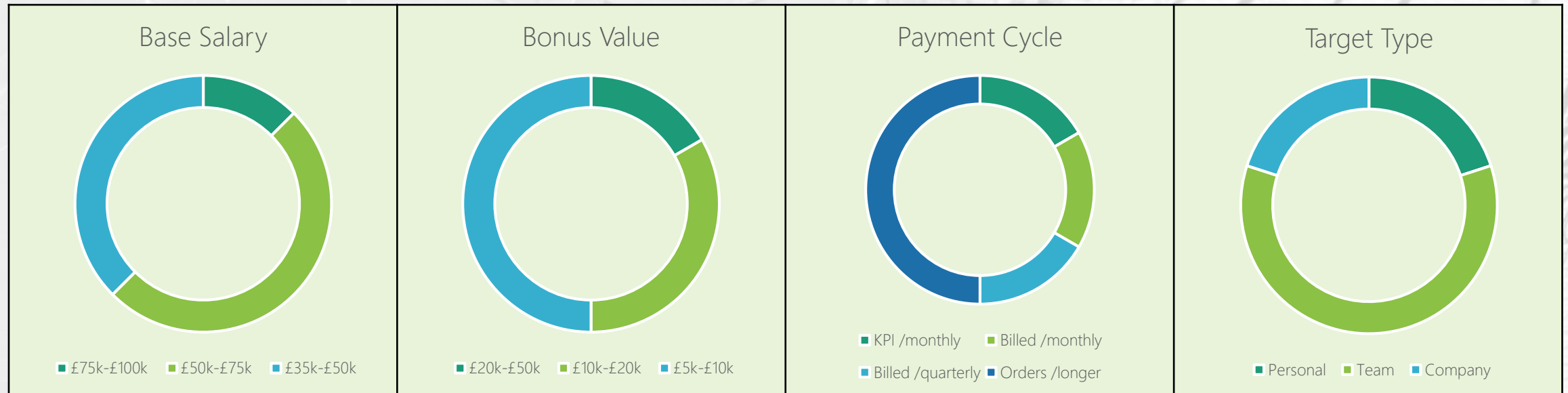
Average OTE : **£90k** (range £55k - £120k)

Average target: **£887k** revenue

Average age : **34yrs**

Average tenure : **3yrs 8mths**

The sales specialist or technical sales role



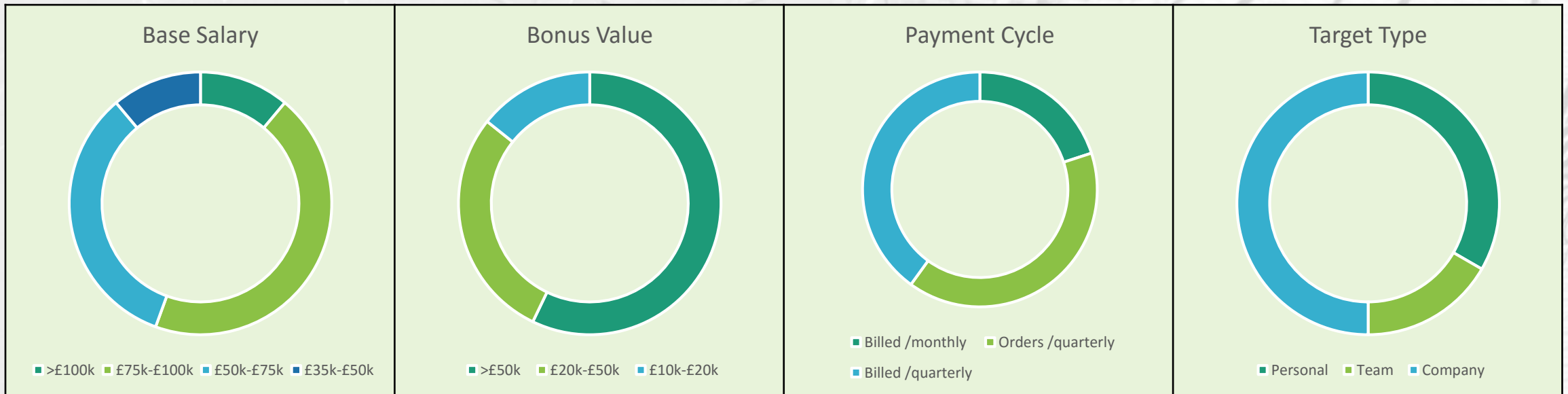
Average OTE : **£82k** (range £55k - £120k)

Average target : *varied*

Average age : **37yrs**

Average tenure : **5yrs 3mths**

The account director role (inc Sales Dir.)



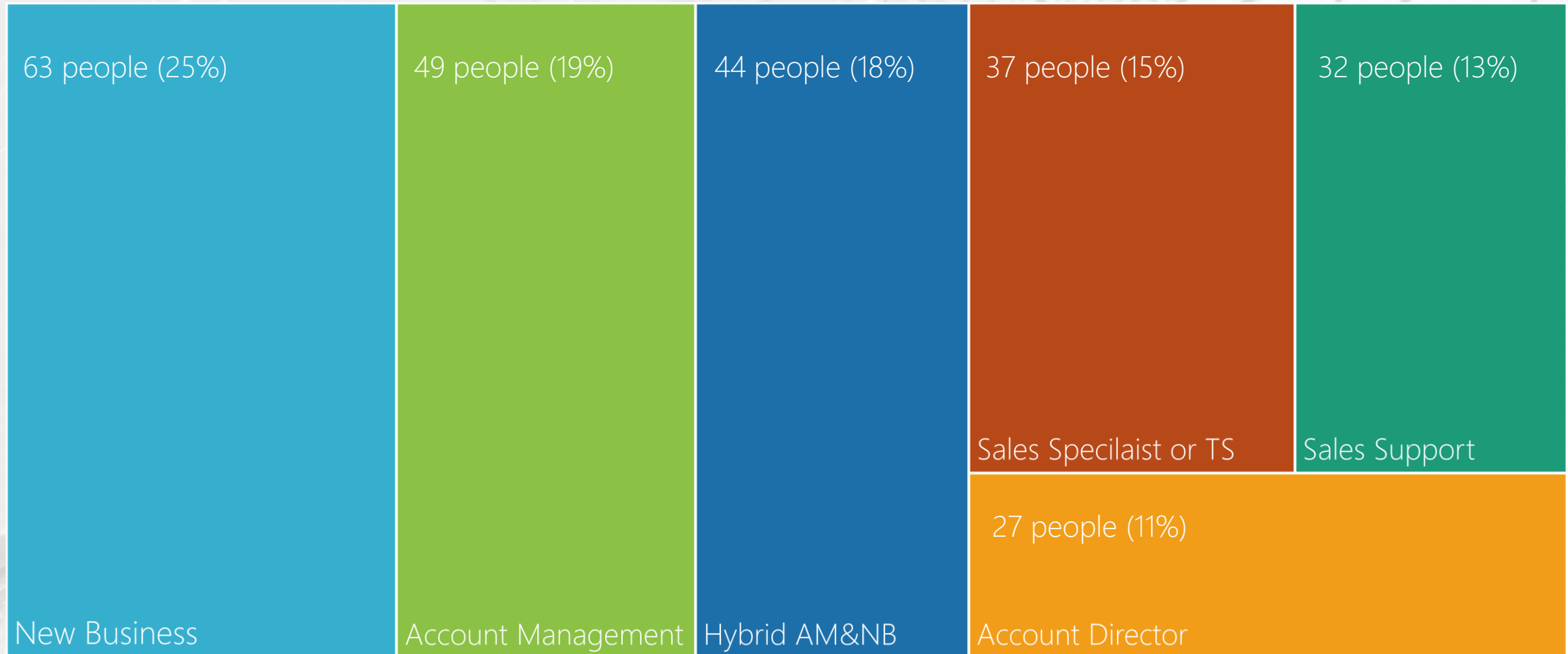
Average OTE : **£144k** (range £90k - £250k)

Average target: **£2.75mn** (£2mn sdv)

Average age : **42yrs 6mths**

Average tenure : **7yrs 9mths**

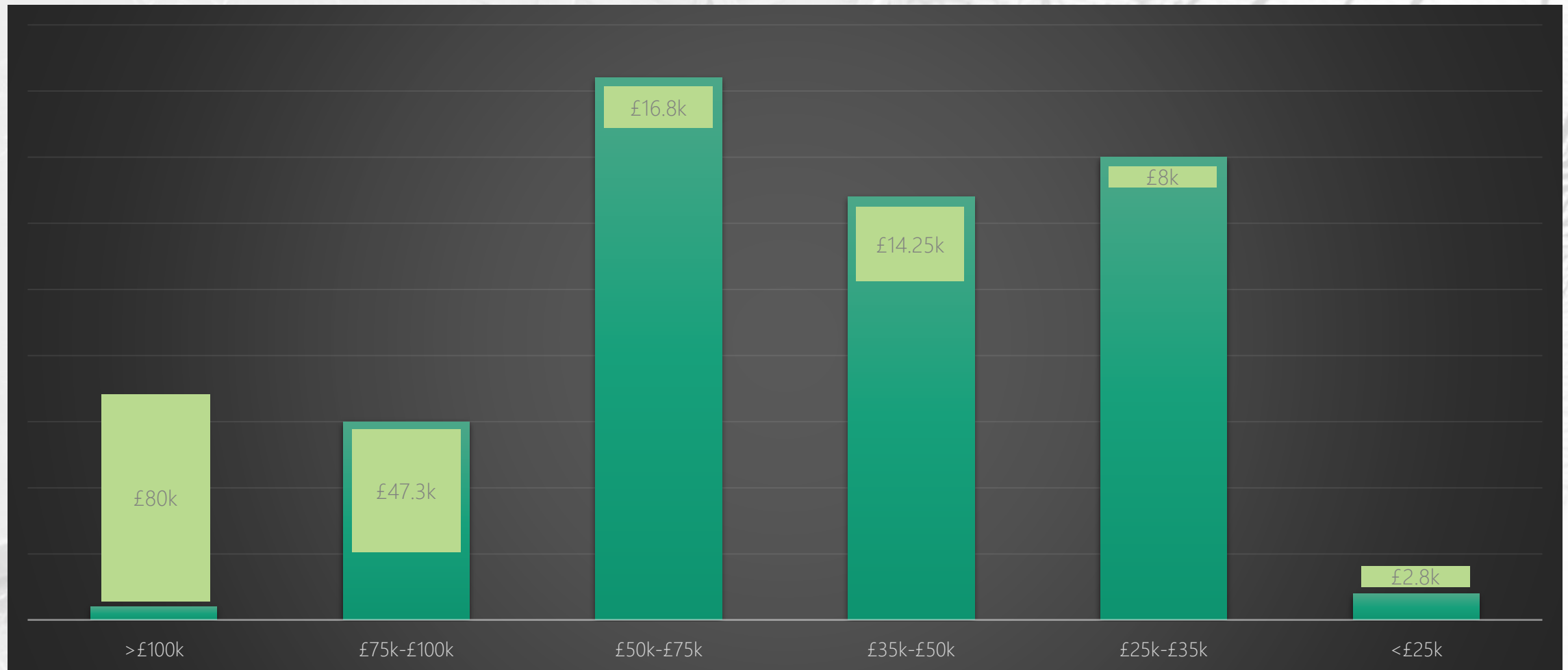
Mix of roles (all salary ranges)



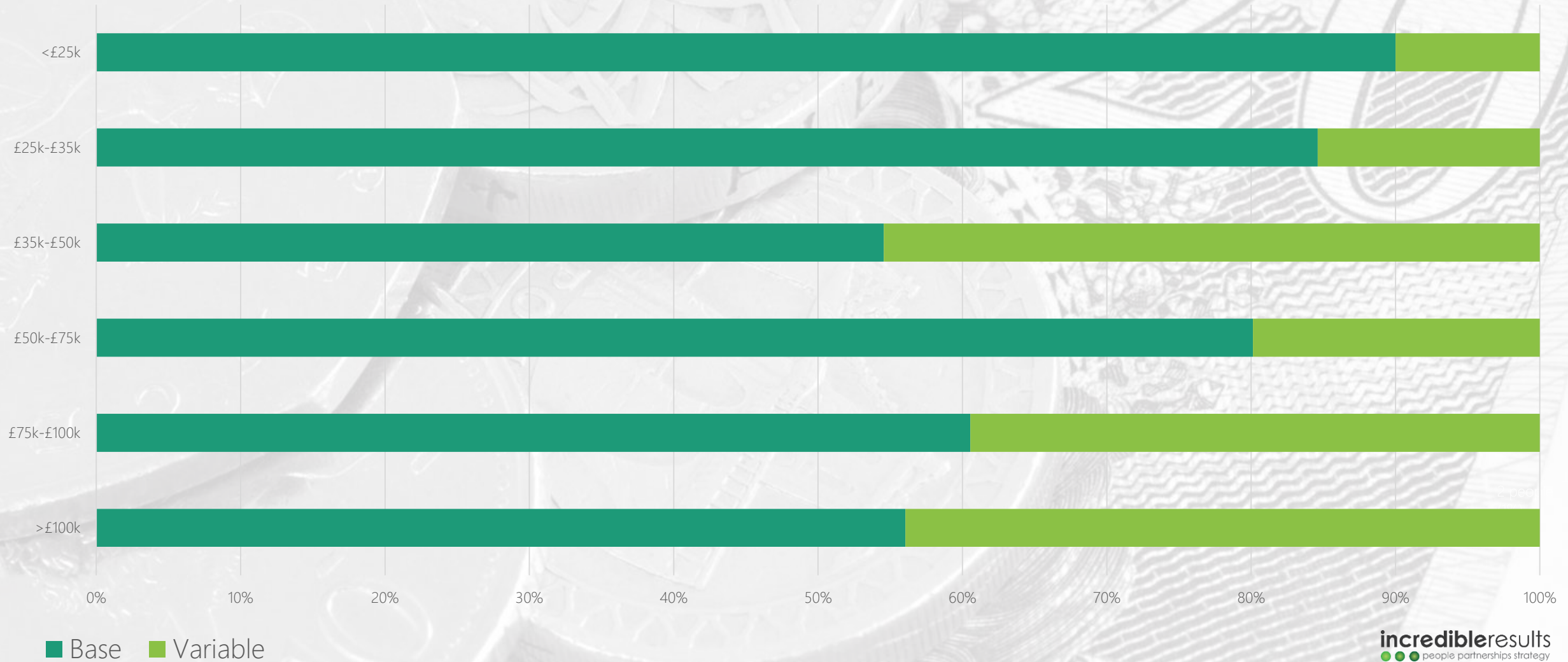
Mix of salary ranges (all roles)



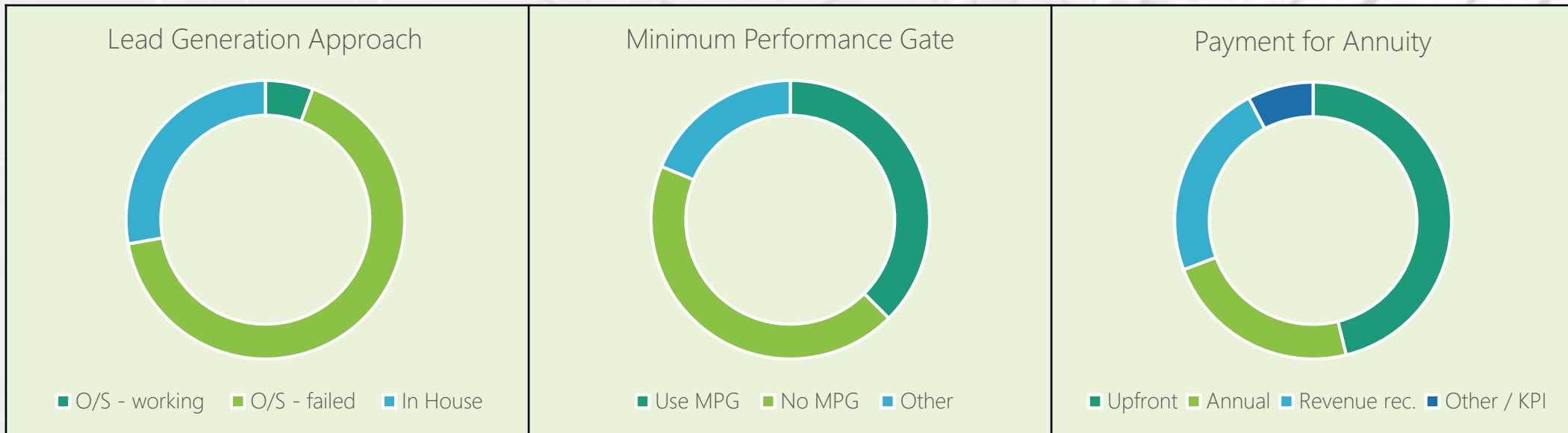
Salary distribution vs variable (all roles)



Ratio of base to variable (all roles)



Lead generation & commission



95% of respondents stated that out-sourced telesales failed

Most successful lead sources...

- Referral from vendor (MSFT & IBM)
- Mail campaign & WWW
- Industry bodies & events
- LinkedIn marketing & "cold calling"