

## What sales talent can you get for your money?

- A typical sales person's compensation model is 50% salary, 50% variable at plan, especially for roles that require both new business development AND account management (higher base/lower commissions is expected for "farming" roles, and lower base/higher commissions is often offered for "hunter" roles)
- A strong sales person will want uncapped commission potential (we hear story after story of companies trying to limit commissions payable on huge deals brought in—plan ahead for this occurrence because it is guaranteed to cause disturbance and potential employee turn-over)
  - There should be a clear sales target that is extremely attainable with a reasonable effort (not super-human)

**Remember:** outside sales people will require expense reimbursement related to business travel and client engagement—these expenses should be accounted for in your cost of sale analysis while developing the commission plan

Typical Compensation Breakdown	The Types of Sales Person You Can Get	Typical Role for this Sales Level	Role of the Sales Person
<p><b>Base Salary:</b> \$30-35k</p> <p><b>Total Income:</b> \$60-70k (at plan)</p>	<p>1) Junior B2B sales person with less than 4 years of quality experience, <i>OR</i></p> <p>2) More senior rep but with very limited career success</p>	<ul style="list-style-type: none"> <li>Junior inside/outside sales/lead generation roles with all industry types from technology to industrial to business services companies</li> <li>Junior account managers with consumer product companies</li> </ul>	<ul style="list-style-type: none"> <li>30-60 cold calls per day</li> <li>Immediate to 2-week sales cycle</li> <li>All sales activity is very measured</li> <li>Simple client decision making</li> </ul>
<p><b>Base Salary:</b> \$40—\$60k</p> <p><b>Total Income:</b> \$80-105k (at plan)</p>	<p>1) A rep with 3-7 years of quality B2B sales experience, <i>OR</i></p> <p>2) Senior, accomplished rep at the later stages of their career when they are less marketable to employers</p>	<ul style="list-style-type: none"> <li>Mid-level inside/outside sales role for media companies, hardware/software companies, and business service companies</li> <li>Territory/Account Manager with consumer packaged goods companies (sometimes the base salary is higher, but the total income is the same)</li> </ul>	<ul style="list-style-type: none"> <li>Very micro-managed (lots of activity reporting)</li> <li>Clients likely have a fairly simple decision making process (not too many influencers)</li> </ul>
<p><b>Base Salary:</b> \$50-\$70k</p> <p><b>Total Income:</b> \$100-140k (at plan)</p>	<p>1) 5+ years of strong B2B consultative sales experience; presents very well in-person; has consistent history of success and good career decision making</p>	<ul style="list-style-type: none"> <li>B2B sales companies (ad agencies, media companies, business services, IT) that are focused on selling into companies with more than 200 employees</li> </ul>	<ul style="list-style-type: none"> <li>Rep has a little more autonomy (more 1-on-1 coaching but not so much granular activity tracking)</li> <li>More measured by sales results and pipeline than by activity</li> <li>Sell into Mid and Enterprise decision makers, so process is a little more complex</li> </ul>
<p><b>Base Salary:</b> \$80-130k</p> <p><b>Total Income:</b> \$180-200k (at plan)</p>	<p>1) 10 years+ of extremely successful sales experience in progressively more complex sales environments; industry experience (so they can hit the ground running)</p>	<ul style="list-style-type: none"> <li>Companies selling \$million+ solutions into mid-enterprise-level clients</li> <li>Very common in IT or senior Telecom industry</li> </ul>	<ul style="list-style-type: none"> <li>Highest performing rep is likely one of the best paid people in the organization</li> <li>Likely a complex and lengthy decision-making process/sales cycle</li> </ul>