




Sales Talent Agency Presents:


# The Q3 2023 Report on The State of B2B Sales Talent in Canada.

## THE TALENT LANDSCAPE\*:

**787,965** sales professionals 

**78,667** candidates who switched roles in the last year 

**709,298** true talent supply (787,965 – 78,667)\*\* 

**130,000** open to new opportunities 

**41%** female  | **59%** male 

Average tenure: **1.6** years 

## TOP LOCATIONS:

Toronto | Montreal | Vancouver | Calgary | Ottawa

### SALES TALENT AGENCY INSIGHT:

There are 8.8% more B2B sales candidates open to opportunities than in Q2. This could be because there are more candidates looking for work after layoffs, or employed candidates might feel as though they don't have job security and are searching for something more stable.

There is also a lack of gender diversity and tenure in the B2B sales market in Canada. To solve this, organizations need to add diversity practices into their hiring strategies and create a repeatable, scalable system to make brand-aligned hires consistently to address tenure.

## THE COMPETITIVE LANDSCAPE:

**72,236** open jobs | **27,700** posted in the last 7 days

## BREAKDOWN BY CAREER LEVEL:

### ENTRY LEVEL:

**449,575** sales professionals  
**402,355** true talent supply\*\*  
**81,000** open to opportunities  
**32,693** job posts

### MID-SENIOR LEVEL:

**231,614** sales professionals  
**207,971** true talent supply\*\*  
**36,000** open to opportunities  
**25,214** job posts

### DIRECTOR LEVEL:

**79,442** sales professionals  
**73,502** true talent supply\*\*  
**10,000** open to opportunities  
**3,708** job posts

### EXECUTIVE LEVEL:

**27,334** sales professionals  
**25,470** true talent supply\*\*  
**3,000** open to opportunities  
**1,061** job posts

### SALES TALENT AGENCY INSIGHT:

There are 6.7% more open jobs than in Q2, which could be a positive indicator that the market is shifting. That said, the overall supply of B2B sales talent in Canada is high, even considering that nearly 10% of salespeople switched roles in the past year and likely aren't looking to make a move again. This can lead to increased competition among job seekers and a harder job search overall.

## TOP INDUSTRIES HIRING THIS TALENT:

 PROFESSIONAL SERVICES | **10,651** OPEN ROLES

 FINANCE | **7,826** OPEN ROLES

 SOFTWARE & TECHNOLOGY | **7,174** OPEN ROLES

 CONSUMER GOODS | **4,579** OPEN ROLES

 MEDICAL | **3,085** OPEN ROLES

 INDUSTRIAL & CONSTRUCTION | **2,531** OPEN ROLES

 TRANSPORTATION & LOGISTICS | **1,529** OPEN ROLES

 MEDIA | **246** OPEN ROLES

### SALES TALENT AGENCY INSIGHT:

The top three industries hiring B2B sales professionals are ones that offer strong compensation plans, have great on-boarding and enablement, and have growth potential within the organization. These three factors are also ones that matter a lot to elite candidates when they are choosing a company to work for.

## TOP EMPLOYERS OF THIS TALENT:

Walmart | Rona | Staples | Loblaws Companies LTD. | Sherwin-Williams | Shoppers Drug Mart | Metro Inc. | TJX Canada | Rogers | Home Depot | Bombardier | TD

### SALES TALENT AGENCY INSIGHT:

In the current market, software sales professionals are prioritizing stability and security. Large companies like Salesforce and Google are still hiring, despite their layoffs, and will still attract top talent because they're considered more stable than early and growth stage startups. Smaller companies looking to compete should emphasize their stability by showcasing their current momentum, retention of customers and access to capital.


## WHAT B2B SALES PROFESSIONALS LOOK FOR IN THEIR EMPLOYERS:

 Excellent compensation and benefits

 Flexible work arrangements

 Organizational support to balance work and personal life

 Opportunities for career growth within the company

 Challenging and impactful work

### SALES TALENT AGENCY INSIGHT:

Companies should prioritize competitive compensation packages and flexible work arrangements if they're looking to hire and retain top software sales talent. And, they should make sure to emphasize these offerings throughout the interview process to attract the top 10% of candidates.

It's also important to note that employee priorities have evolved in recent years, with a growing emphasis on work-life balance, opportunities for career growth and impactful work. Companies that fail to align their value offerings with these priorities will be at a competitive disadvantage.