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SALES REPRESENTATIVE SALARY SURVEY



Three years ago when we published our first ever Sales Representative Salary Survey, the majority of our copier dealership clients had already begun offering managed print services. While some organizations were enjoying more success than others, everyone experienced a few growing pains. For copier channel sales reps, it was a complicated time.

On one hand, the benefits of solution selling were already well established and many reps were optimistic that MPS would boost their earning potential. On the other hand, few dealerships fully understood how to price MPS deals or structure their comp plans, and this quickly became a source of serious frustration for the sales force. In those early days before all the glitches were worked out, it was easy to understand why some copier sales professionals preferred pushing boxes to selling solutions. It was straightforward. It was uncomplicated. And it paid as well as anything else.

But that was then. A mere three years later, the landscape has changed completely. Managed services have come to dominate the industry, and sales reps couldn't be happier. They're loving their comp plans, their incomes are on the rise, and they're setting themselves up for long, profitable careers in a stable, tech-forward industry. From our perspective, there has never been a better time to be a copier channel sales professional.

Oh, and those guys who only want to sell standalone copiers? They don't really exist anymore. This is the year they vanished before our very eyes.

THE 2014 SALES REP SALARY SURVEY

Since 2002, Copier Careers has conducted detailed annual salary surveys of copier service technicians, service & operations managers, and sales managers. In 2011, we added a survey for copier sales reps. This survey is much briefer than the others, but it gets right to the heart of what matters most to sales professionals: money. We ask our survey participants to share only four pieces of information with us: their job titles, their base pay, their commission, and their monthly quota. This year, we collected data from 9,998 sales reps.

The survey respondents included sales professionals working at dealerships all around the country. They comprised 1,955 Account Executives, 3,428 MPS/Solution Sales Reps, 1,955 Named Account Managers, 1,012 Senior Account Executives, 1,002 Major Account Managers, 395 Government Account Managers, and 251 National Account Managers.

This year's most notable change is that the number of people who identify themselves as Account Executives has decreased by more than half. And where did they all go? Over to the MPS/Solution Sales category, which in the same time period has nearly doubled in size. Paul Schwartz, president of Copier Careers, sees this as evidence of the industry's complete transformation to a

managed services model. "What these 'disappearing Account Executives' tell me is that MPS has become so successful that the category of people who sell standalone devices basically doesn't exist anymore," says Schwartz. "It's now all about delivering a broad range of solutions through a diverse selection of networked devices. That's what customers want, and that's what sales reps want to sell."

COMPENSATION

Following three years of rapid increases, growth in average compensation has slowed this year, showing only small gains since 2013. Nevertheless, we haven't heard many complaints. In fact, in a separate poll we conducted in October of this year, 64 percent of copier sales reps said they were either "satisfied" or "very satisfied" with their compensation plans—a far cry from the frustration of a few years ago.

This year, average annual base pay for all job titles was \$48,467. Combined with average commissions of \$67,964, that amounts to a total average compensation of \$116,431—an increase of \$178 since 2013. Major Account Managers reported the highest total income (\$130,591), followed by Government Account Managers (\$126,039), MPS/Solution Sales Reps (\$121,841), National Account Managers (\$121,520), Senior Account Execs (\$118,344), and Named Account Managers (\$107,702). In a distant last place were Account Executives, with total compensation of \$88,983.

Quotas were also up slightly this year, with Account Executives reporting average monthly quotas of \$37,645, MPS/Solution Sales Reps reporting quotas of \$44,818, and Named Account Managers reporting quotas of \$58,612. Based on the rapid migration of basic Account Executives to MPS/Solution Sales Reps, however, we can probably expect that both the salaries and the quotas on the low end of the spectrum will increase significantly by

9,998

*copier channel sales reps
participated in this year's survey*

next year as even more reps make the transition to selling a broader range of solutions.

Jessica Crowley, Director of Recruiting for Copier Careers, confirms that the base pay reported by Account Executives—\$25,999, compared with \$40,166 for MPS/Solution Sales Reps—is probably a statistical outlier, and doesn't seem to represent what's happening in the industry's mainstream. "Frankly, I don't see too many people with a base salary that low anymore, simply because there are fewer people now who have that title or level of responsibility. From day one, new reps are learning about MPS and selling solutions, so in general they're being compensated at a higher rate."

THE NEW SALES ESSENTIALS

While copier sales is not necessarily more challenging now than it used to be, there is no denying that the job's essential skill set has evolved. One of the biggest changes, says Schwartz, is that the level of knowledge required to do the job has increased substantially. "For salespeople, a very high level of understanding of both the hardware and the software is essential—the days of memorizing a few feeds and speeds are long gone. Today's salespeople have to have a deep knowledge not only of the device itself, but also of all the solutions they're delivering through the device, and they also need to have a firm grasp on how the device is going to integrate into the client's network. Successful salespeople don't necessarily need to know the detailed technical answer to every question, but they do need to know where to go—or who to go to—to find that information."

Crowley adds that exceptional communication skills are more critical for today's copier sales reps than ever before. "Not only do reps need to communicate effectively with their colleagues in the sales and service departments, they also need to conduct ongoing, very detailed dialogues with their clients to determine needs and iden-

tify opportunities. It's not just about placing devices; it's about creating long-term, consultative relationships that solve real business problems."

AN INDUSTRY TO ASPIRE TO

Up until a few years ago, copier sales jobs were widely considered a transitional position—a way to gain a few years of B2B sales experience before moving into an industry that offered greater earning potential. Now, however, the tables have turned, and this has ceased to be an industry people are trying to get out of. On the contrary, people on the outside are trying to get in.

"Over the past couple of years," says Schwartz, "copier sales has evolved into a career that people are excited to break into. Once they're in the industry and they're successful, they're eager to stay here because of the annuity potential of MPS deals and the ability to develop consultative, lucrative relationships with long-term clients. It's no longer a matter of putting in your three years in copiers so you can move up to pharmaceuticals or medical device or high tech. This is a high-tech industry now, and in fact, we've begun to see people moving the other way—out of pharmaceuticals or medical device, and into copier sales."

Crowley says that she's noticed the trend as well. "It's really exciting to see. We love this industry, and it's been amazing to see how much it has grown and evolved in such a short time. For the most talented people, selling copiers used to be a transitional job, but that is absolutely not the case anymore. Copier sales has become a genuinely rewarding career path with serious long-term earning potential. For smart, passionate, motivated individuals, it's a great choice. The future is looking very bright."

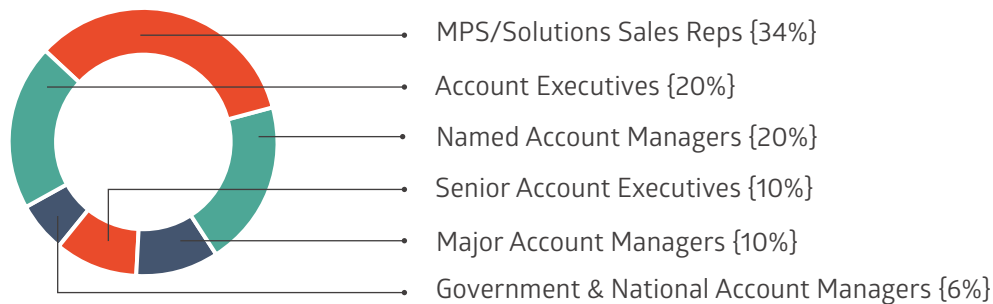
Sales Reps By The Numbers

Over the past year, the number of people who identify themselves as Account Executives has decreased by 1,733, while the number of people who identify themselves as MPS/Solution Sales reps has increased by 3,428.

SURVEY PARTICIPANTS BY JOB TITLE

	2011	2012	2013	2014
Account Executives	3,456 {37%}	3,644 {37%}	3,688 {37%}	1,955 {20%}
MPS/Solution Sales Reps	1,833 {19%}	1,842 {19%}	1,849 {19%}	3,428 {34%}
Named Account Managers	1,899 {20%}	1,901 {20%}	1,909 {19%}	1,955 {20%}
Senior Account Executives	989 {10%}	999 {10%}	1,001 {10%}	1,012 {10%}
Major Account Managers	987 {10%}	991 {10%}	999 {10%}	1,002 {10%}
Government Account Managers	301 {3%}	333 {3%}	388 {4%}	395 {4%}
National Account Managers	99 {1%}	143 {1%}	149 {1%}	251 {2%}
Total Participants	9,564	9,853	9,983	9,998

SURVEY PARTICIPANTS BY JOB TITLE, 2014 : VISUAL COMPARISON



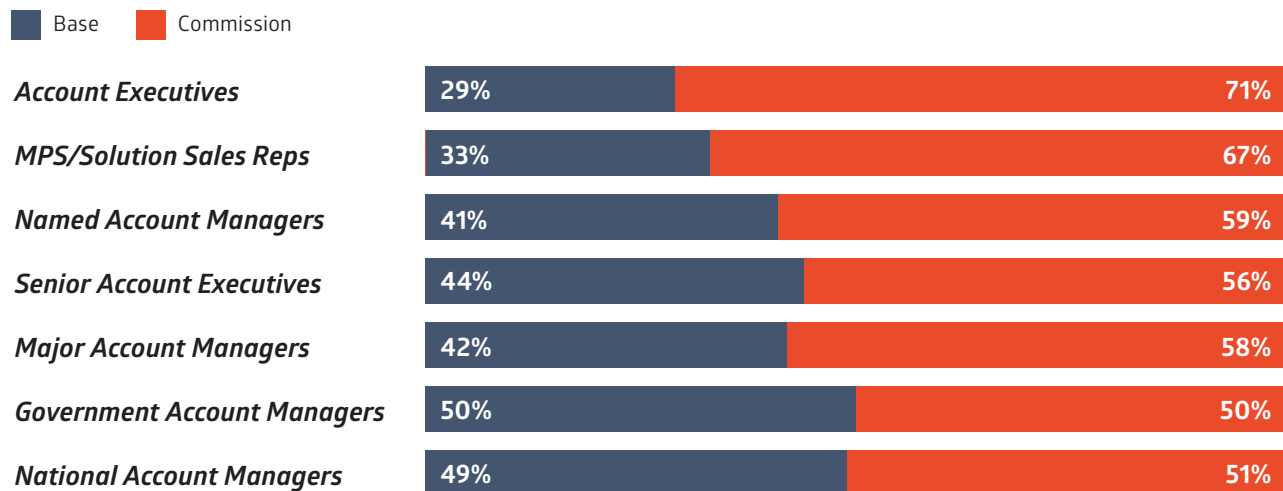
Compensation

Although compensation has increased for all job titles, the growth rate has slowed this year. Nevertheless, reps report high rates of satisfaction with their incomes and their compensation plans.

AVERAGE COMPENSATION, 2014

	Base	Commission	Total
Account Executives	\$25,999	\$62,984	\$88,983
MPS/Solution Sales Reps	\$40,166	\$81,675	\$121,841
Named Account Managers	\$44,458	\$63,244	\$107,702
Senior Account Executives	\$51,799	\$66,545	\$118,344
Major Account Managers	\$55,140	\$75,451	\$130,591
Government Account Managers	\$62,573	\$63,466	\$126,039
National Account Managers	\$59,132	\$62,388	\$121,520
Average	\$48,467	\$67,964	\$116,431

BASE & COMMISSION AS A PERCENTAGE OF TOTAL INCOME



Opinion

Throughout the year, we supplement our Sales Representative Salary Survey with opinion polls we conduct on our website. These polls help paint a fuller picture of how satisfied reps are with their current employment situations and where their biggest challenge lie.

HAVE MPS/MNS MADE COPIER SALES A MORE CHALLENGING CAREER THAN IT USED TO BE?

1. Yes, the job is now much more challenging than it was in the pre-solutions era	35%
2. The level of difficulty is about the same as it has always been	33%
3. No, selling copiers has never been easier	32%

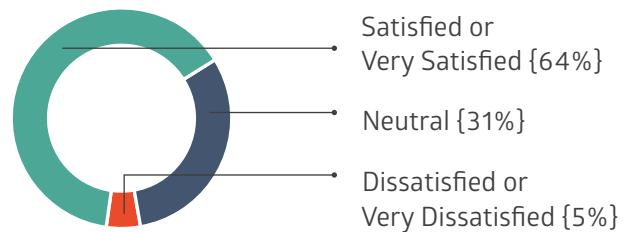
Poll conducted in September 2014. Total votes: 2,714.

WHAT DOES IT TAKE TO RECRUIT ROCK STAR REPS AWAY FROM THEIR CURRENT POSITIONS?

1. More total potential income	23%
2. More solutions to sell	22%
3. More commission	19%
4. Higher base salary	18%
5. New territory	18%

Poll conducted in March 2014. Total votes: 2,583.

HOW SATISFIED ARE YOU WITH YOUR SALES COMPENSATION PLAN?



Poll conducted in October 2014. Total votes: 2,724.

About Us

Copier Careers is a recruiting firm dedicated exclusively to helping copier channel employers find experienced service techs, copier sales reps, managers, controllers, back office staff, and MPS/MNS experts. Learn more about our commitment to the industry at www.CopierCareers.com or call **888-733-4868** to talk to a recruiter.

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