

Service Manager Salary Survey

Copier Careers

®

Despite Its Challenges, 2009 Has Been Business As Usual For Service Managers. But Change Is Coming. The Question Is, Will They Be Ready For It?

The Voice of Experience

In any recession, two types of voices get most of the attention: the voice of fear and the voice of opportunity. The voice of fear tells workers to keep their heads down and their noses to the grindstone—because you just never know when your job, your security, and your ability to make a living will be ripped to pieces like a pink slip in the wind. The voice of opportunity, on the other hand, tells workers to keep their heads down and their noses to the grindstone—because you make your own luck, anyway, and through sheer hard work and force of personality you can accomplish great things despite the total financial meltdown that is going on around you. Both of these voices have been very much in evidence in the copier industry over the past year and a half. Both exaggerate the situation.

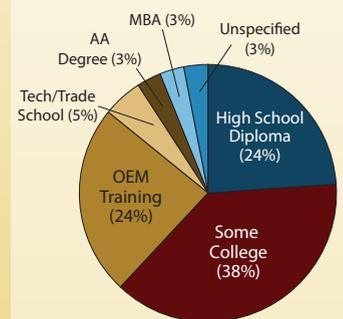
There's another voice, however, that speaks a touch more softly and a lot more rationally: it's the voice of experience. The voice of experience makes the same point—keep your head down and your nose to the grindstone—but without the extremes of pessimism and optimism you hear elsewhere. That's because the voice of experience has seen a recession or two in its time, and it knows that eventually the market will correct itself just like it always does, and in the meantime there's no use squawking about the things we are powerless to change. It shouldn't surprise anyone that the voice of experience in the copier industry—calm, cool-headed, and very much in touch with the big picture—sounds a lot like the average service manager. Or, at any rate, it sounds a lot like their responses to the 2009 Copier Careers Service Manager Salary Survey.

The Face of Experience

This year's survey reflects the responses of 1,511 service managers, a term that describes a diverse group of

professionals with varying levels of responsibility, who work for every type of copier industry company you can think of. There are "Service Managers" (average annual salary: \$68,000), "Regional Service Managers" (\$73,000), "General Managers" (\$78,003), Vice Presidents of Service (\$79,998), and "Operations Managers" (\$81,000). Some supervise fewer than 10 employees, others as many as 500, depending on the size and structure of their employers. They work, on average, 52 hours every week.

What is your highest level of education?



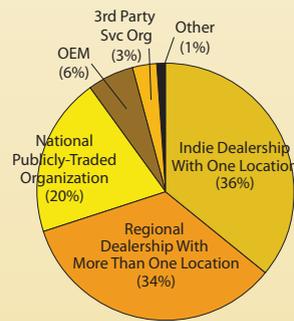
Most—91%—of the service managers we surveyed were men.

Though the percentage of female service managers (9%) versus the percentage of women working as copier technicians (13%) isn't an exact match, it's close. In an industry that continues to be dominated by men, women are making their mark on service management. As their numbers grow, so will their influence.

Whereas most sales managers in the copier industry change jobs every couple of years, their comrades in service are veterans in every sense of the word. "Service managers don't move around much," says Dave Grandelis, director of recruiting for Copier Careers. "They're really tenured, and they tend to be pretty dedicated to the companies they work for."

Our survey reveals that the average service manager has been working in the copier industry for 24.2 years, and has spent the last 17 of those with his or her current employer. What's more,

Which segment of the industry do you work in?



What is your current annual base salary?

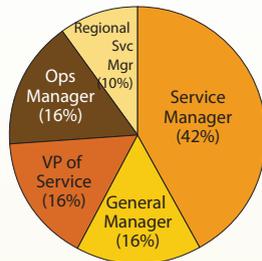


this year's respondents say they plan to remain in their current jobs another 8.6 years on average. According to our calculations, that means they don't plan to budge until the first slice of retirement cake gets cut. How's that for staying put?

The Changing Landscape of Service

Historically, the copier industry has remained relatively stable even as the global economy seesaws from bull market to bear market and back again. One reason for this stability is the close (if sometimes troubled) relationship between sales and service. "In general, you either have to replace the equipment or repair it," says Paul Schwartz, president of Copier Careers. "So what sales loses, service picks up." A strong service department is always integral to the success of any copier dealership, and this is particularly true in times of recession, when the responsibility for keeping the business afloat rests even more heavily on the shoulders of the service manager.

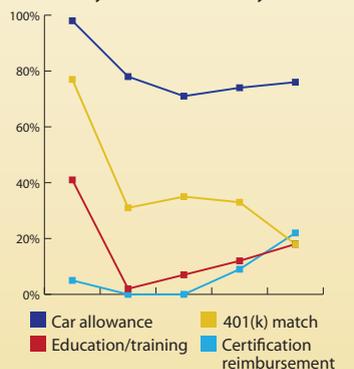
What is your level of responsibility?



"A service manager's biggest challenge is keeping the owner happy," says Grandelis. "Service is where the money is in this business, and service managers have to make sure they're hitting their targets." As managed print services become a more significant source of revenue for copier dealers, the service manager's role will continue to evolve—and the service managers themselves will have to evolve, too.

As we noted in our recent Sales Manager Salary Survey, employers are finally coming around to the idea that their future viability is dependent on their willingness to invest in education and training, and service managers and their departments are reaping the benefits. Even as other types of non-cash compensa-

What types of non-cash compensation have you received this year?



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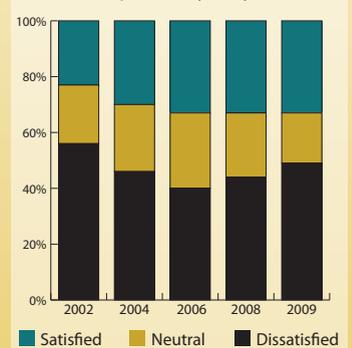
tion like 401(k) match programs and health coverage have decreased this year, the percentage of service managers who say they've received bonuses or reimbursements for certification, training, and education has grown by several percentage points.

"People are either going to have to start offering managed print," says Grandelis, "or they're going to lose business. I think what's holding a lot of dealers back is fear of the unknown, as well as an unwillingness to spend money to implement it and get their people trained." Slowly but surely, however, they're beginning to come around.

Same As It Ever Was

According to another Copier Careers survey, service technicians—the people working under these 1,511 service managers—are significantly more satisfied with their jobs and their compensation now than they have been over the past several years. Service managers, in contrast, show very little change in this area. Having seen it all during their many years in the industry, these managers are no more satisfied than they've ever been. And why should they be? They've worked long and hard to help their companies succeed, and now they're working just as hard to maintain what they've built during a long recession with no end in sight. Though 91% of the service managers we surveyed say they're either actively (22%) or passively (69%) looking for a better-paying job, odds are that most of them will stay right where they are—and that's good news for their employers, who need their knowledge, their expertise, and the voice of their experience to lead them through this economic crisis and into the era of managed print.

How satisfied are you with all aspects of your job?



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