

2011

SALES REPRESENTATIVE SALARY SURVEY

Our first ever survey of copier sales reps shows MPS sales have hit their stride


For more than a decade, Copier Careers has been publishing yearly salary surveys for three categories of copier industry employees: service technicians, service managers, and sales managers. The question often arises, "Why don't we publish a survey of copier sales representatives?" The answer until now has been that sales reps are too difficult to pin down—we can't get them to stop selling long enough to fill out our standard 20-plus question survey.

This year, however, demand for a survey of sales professionals increased, and we decided to pare our format down to the three most essential categories: job title, base salary, and commission. The response to this simplified survey was extraordinary: 9,564 copier sales representatives from dealerships all around the country chose to participate.

Six Figure Salary For Most

What we found is that despite a few anecdotal complaints to the contrary, copier sales continues to be a lucrative career for most, with more than 60 percent of respondents reporting six-figure incomes. The most best compensated professionals are Major Account Managers, who account for 10 percent of survey respondents and

who are making, on average, \$125,335 annually. They're followed by Government Account Managers (\$121,765), National Account Managers (\$118,887), MPS/Solution Sales Representatives (\$117,634), Senior Account Executives (\$115,442), Named Account Managers (\$103,969), and Account Executives (\$83,757).



Though the long MPS sales cycle initially caused some problems, it appears that many reps have begun to hit their stride and are enthusiastic about the opportunity to offer services of real value to their customers.

“The 20 percent of salespeople who understand our industry focus on growing their pipelines to ensure they make an above-average income; meanwhile, the other 80 percent will always wonder why they aren’t making more money.”

-Copier Careers online commentator

MPS Creates New Selling Opportunities

While there are still a few holdouts among the smallest businesses, most copier dealerships have by this time embraced Managed Print Solutions (MPS). Though the long MPS sales cycle initially caused some problems, it appears that many reps have begun to hit their stride and are enthusiastic about the opportunity to offer services of real value to their customers. As one Copier Careers website commentator wrote, “Ten years ago, companies were still slinging boxes. We thought we were solution selling when we convinced customers to connect the device to the network. Today, we have real solutions to base our sales process on. The money is still there, and if people work the compensation plans they will likely find that they are being driven to sell real solutions which result

in higher revenues, higher profitability, and higher commissions.”


Too Many Buckets

One issue that has consistently come up within the past year is the complexity of sales compensation plans, which in most cases has increased substantially since MPS came into the mix. “I have no idea what I make until the check shows up,” said one sales rep in response to a Copier Careers newsletter poll. “It’s too complex to understand. Then it takes a day of meetings to explain it to me. There has to be a better way.”

Adding to the frustration is the frequency with which compensation plans have been changing. “I work on MPS deals, and my comp plan has changed three times in two years,” said another newsletter poll respondent. “There are way too many buckets.”

Greater Challenges, Greater Rewards

Despite these sources of aggravation, however, our survey suggests that most copier sales reps are feeling positive and performing well in today’s copier sales environment. Though the job has become more challenging within the past decade, by most accounts it has also become more rewarding. With many more changes on the horizon, the next several years should be fun to watch, and we look forward to helping you track the trends and make the most of your copier career. **-CC**



According to an online poll by Copier Careers, only 26 percent of copier salespeople are happy with their comp plans. The most common complaint? Too many buckets.

9,564

copier sales reps participated in our 2011 salary survey:

3,456 Account Executives

987 Major Account Managers

1,899 Named Account Managers

301 Government Account Managers

1,833 MPS/Solutions Sales Reps

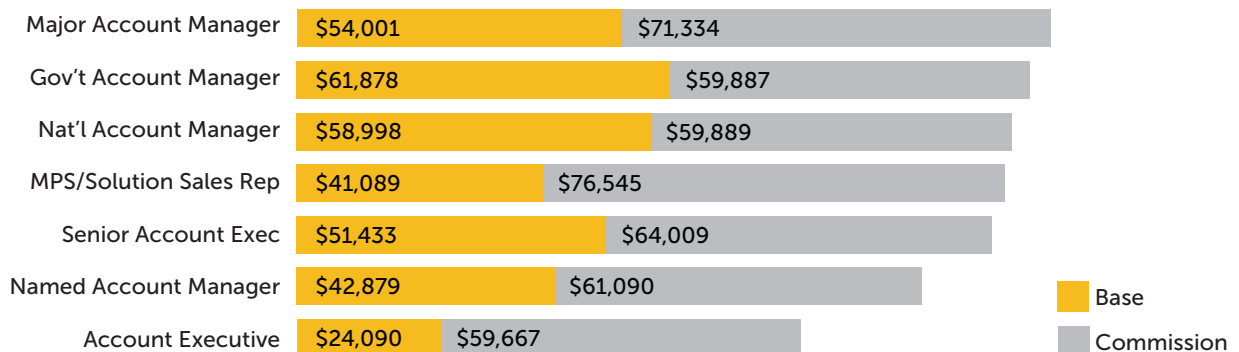
99 National Account Managers

989 Senior Account Executives

Total compensation

| Job Title | Base | Commission | Total |
|----------------------------|----------|------------|-----------|
| Major Account Manager | \$54,001 | \$71,334 | \$125,335 |
| Government Account Manager | \$61,878 | \$59,887 | \$121,765 |
| National Account Manager | \$58,998 | \$59,889 | \$118,887 |
| MPS/Solution Sales Rep | \$41,089 | \$76,545 | \$117,634 |
| Senior Account Executive | \$51,433 | \$64,009 | \$115,442 |
| Named Account Manager | \$42,879 | \$61,090 | \$103,969 |
| Account Executive | \$24,090 | \$59,667 | \$83,757 |

Base versus commission: visual comparison

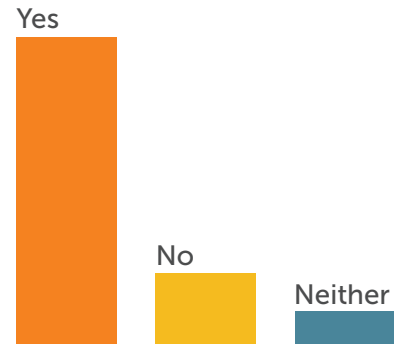


“Ten years ago, companies were still slinging boxes....Today, we have real solutions to base our sales process on.”

-Copier Careers online commentator

Is copier sales a better career today than it was ten years ago?

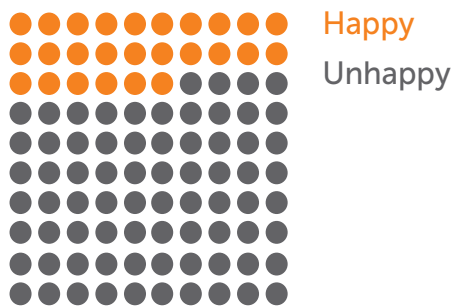
Yes, it's a better career now: 73%
 No, things were better before: 18%
 Neither—the job hasn't really changed: 9%



Poll conducted in October 2011.
 Total votes: 1,325.

Are you happy with your sales compensation plan?

Yes: 26%
 No: 74%



Poll conducted in September 2011.
 Total votes: 1,305.

What is the majority of your commission based on?

Percent of gross revenue: 60%
 Percent of gross profit: 30%
 Ongoing annuity (MPS): 5%
 No idea—too complex to understand: 2%
 Combo percent revenue and profit: 2%
 Other: 1%

Poll conducted in August 2011. Total votes: 1,117.

About us

Copier Careers is a recruiting firm dedicated exclusively to helping independent copier dealers find experienced service techs, copier sales reps, managers, controllers, back office staff, and MPS experts. Learn more about our commitment to the industry at www.CopierCareers.com.

