

2012

# Sales Representative Salary Survey

*Second annual survey shows increased annual compensation for sales reps*

**T**his year, Copier Careers is excited to share the results of our second annual Sales Representative Salary Survey. Like the three other industry salary surveys we publish each year (one each for service technicians, sales managers, and service managers), this survey presents a snapshot of how much employees can expect to be paid, how much employers can expect to pay, and how those numbers reflect the current state of the industry. In general, it's clear that things are looking up.

"There is no doubt now that the economy is improving," says Paul Schwartz, president of Copier Careers. "Hiring is happening across the entire copier industry, and the candidates that are most strongly in demand are experienced, high-performing sales professionals."

#### MEET THE REPS

This year's Sales Representative Salary Survey reflects the responses of 9,853 copier sales reps who took our five-question survey during the past year. These individuals work in a variety of organizations across the country, and for the most part they make an enviable living—the majority report annual incomes in the low six figures. The job title associated with the highest total compensation is Major Account Manager (Enterprise), with a total annual compensation of \$126,906. Government Account Managers are close behind with \$122,454 in annual compensation, followed by MPS/Solutions Sales Representatives (\$120,242), National Account Managers (\$119,866), Senior Account Executives (\$115,897), Named Account Managers (\$105,579), and Account Executives (\$85,931).

Since last year, both base salaries and commissions have risen across all job titles. On average, document imaging sales reps made \$1,440 more this year than in 2011. As the economy

continues to recover and business spending expands, further compensation increases are likely on the horizon.

For Account Executives and Named Account Managers, average monthly quotas are \$34,231 and \$54,222, respectively. This is the first year we've asked about quotas, so we have no historical data to compare these figures with, but the numbers appear to fall in line with current expectations. According to a recent Copier Careers online poll, nearly half of all respondents believe a monthly quota in the \$30–40,000 range is appropriate for a 3–5 year rep. Naturally, the appropriate quota depends on a number of factors, and is a subject of constant debate among reps and sales managers.

According to one poll respondent, "\$30,000 is an entry level. After the first year, the Account Executive should know how a multifunction device works. The growth comes when that individual is able to sell network solutions products, not just copiers. That's where the real money is made. Within 3-5 years, the account exec should be specializing in a vertical marketplace like education or healthcare."

Another poll respondent says "\$50,000 in monthly revenue is expected and achievable by our organization as well as our sales professionals. Ask yourself, are your account representatives capable of understanding business processes? If yes, then monthly sales of \$50,000 to \$75,000 are realistic and necessary to produce the desired income of a true sales professional. A sale that includes an automated workflow of documents, a quality MPS program, and MFPs will drive revenue and increase closing percentages. If your reps are only selling copiers, then \$35,000 is realistic."

Yet another respondent argues that unmanageable quotas and convoluted comp plans drive talent out of the industry:

*What dealers need to realize is that anyone who's currently at or above quota is already making a fantastic living. So the burden is on employers to convince candidates that accepting a new position will pay off.*

*-Jessica Crowley, Head of Recruiting for Copier Careers*

"Companies make it more difficult to make a nice living by changing comp plans and raising quotas. I just had a nice month at \$112k on a \$60k quota and my commissions were \$5,600 on the four deals I closed. Five years ago, a similar month would have allowed me to earn \$15k in commission."

#### **A CANDIDATE'S JOB MARKET**

Currently, the demand for proven sales reps is extremely high, with nearly every dealer in the industry interested in hiring a sales rep who can deliver. Attracting true hunters, rather than farmers who keep plowing the same ground, is a perennial challenge for dealerships. Though it isn't particularly hard to locate good reps, it can be very difficult to persuade them to consider new job opportunities.

"We can easily find top-performing sales professionals," says Jessica Crowley, head of recruiting for Copier Careers. "They're out there and on our radar. What dealers need to realize is that anyone who's currently at or above quota is already making a fantastic living. So the burden is on employers to convince candidates that accepting a new position will pay off."

In a competitive job market like the one we're in, Crowley says, employers need to be prepared to sweeten a deal by offering sales candidates something they may not be able to get elsewhere, such as the opportunity to sell more solutions or to manage a small team of junior reps as a selling sales manager. For sales candidates, it's all about the opportunity to make money, and the employers who can provide the biggest and best opportunities will be able to attract the most qualified reps.

On the flip side, dealerships in which opportunity is lacking are now finding it nearly impossible to attract good sales candidates. "If there's a solution the sales rep can't sell because the dealer doesn't support it, that rep is leaving money on the table," says Crowley. As Managed Print and Managed Network Services become more mainstream, the dealers

who continue to resist providing these services will become increasingly limited in their ability to compete for quality staff. In other words, if you're still referring to MPS as "a passing fad," don't even bother trying to recruit an experienced document imaging sales professional—they're too busy collecting managed print annuities to pay attention to your stubborn anachronisms.

#### **THE NUMBERS DON'T LIE**

Though it is definitely a candidate's job market, dealerships still can—and should—be choosy about who they are willing to hire. In sales, the proof is in the numbers, so we advise employers to collect W-2s and sales reports from the candidates they're considering for employment; the real producers should have no problem providing documentation of their successes. Additionally, Crowley advises employers to "take a close look at those sales numbers and find out what the candidate has been selling. There are some very successful reps out there who can sell machines but who don't want to take the time or effort to understand new solutions. Despite strong numbers, these sales reps are not the best choice for growth-minded dealerships, because they won't drive sales in the right direction."

#### **OPPORTUNITY ABOUND**

Over the past five years, the introduction of MPS and MNS has completely revolutionized our industry, offering sales reps unprecedented opportunities to make excellent incomes while solving their clients' business problems. The evolution from traditional box sales to sophisticated, consultative selling has at times been rocky, but dealerships and sales reps alike are now beginning to reap significant benefits. For driven, intelligent sales professionals, there has never been a better time to pursue a career in the document imaging industry. "Right now," says Schwartz, "this career offers almost unlimited opportunities for people who understand the solutions and know how to manage the sales cycle. Where it goes from here is anybody's guess."—CC

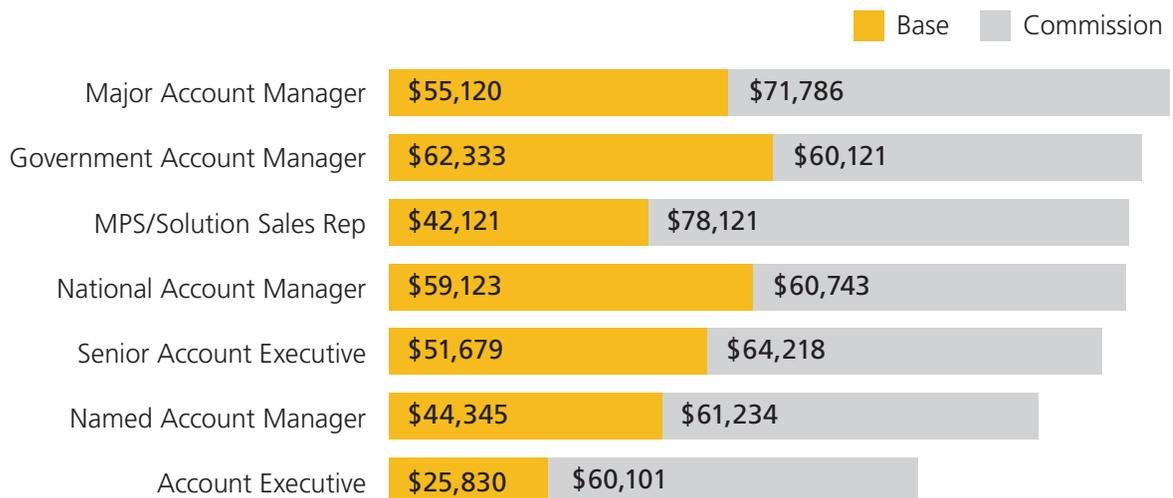
**9,853** copier sales professionals with a variety of specialities participated in our 2012 salary survey:

- 3,644** Account Executives
- 1,901** Named Account Managers
- 1,842** MPS/Solutions Sales Reps
- 999** Senior Account Executives
- 991** Major Account Managers
- 333** Government Account Managers
- 143** National Account Managers

**TOTAL ANNUAL COMPENSATION**

Job Title	Base	Commission	Total
Major account manager	\$55,120	\$71,786	\$126,906
Government account manager	\$62,333	\$60,121	\$122,454
MPS/Solution sales representative	\$42,121	\$78,121	\$120,242
National account manager	\$59,123	\$60,743	\$119,866
Senior account executive	\$51,679	\$64,218	\$115,897
Named account manager	\$44,345	\$61,234	\$105,579
Account executive	\$25,830	\$60,101	\$85,931

**BASE VERSUS COMMISSION**

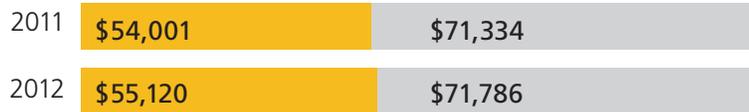


Since 2011, average annual compensation has increased by **\$1,440** for copier sales professionals. Both base pay and commission increased across all job titles.

**GROWTH IN COMPENSATION**

■ Base ■ Commission

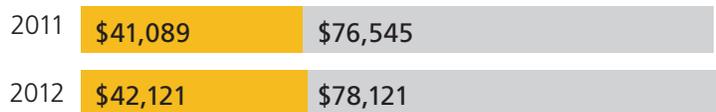
**Major Account Manager** +\$1,571 since 2011



**Government Account Manager** +\$689 since 2011



**MPS/Solution Sales Rep** +\$2,608 since 2011



**National Account Manager** +\$979 since 2011



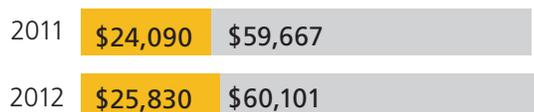
**Senior Account Executive** +\$455 since 2011



**Named Account Manager** +\$1,610 since 2011



**Account Executive** +\$2,174 since 2011



# Opinion

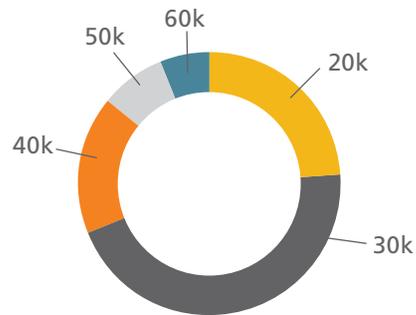
The average monthly quota for an account executive is currently **\$34,231**. For named account managers, the average quota is **\$54,222**.



*"\$30,000 is an entry level. After the first year, the Account Executive should know how a multifunction device works. The growth comes when that individual is able to sell network solutions products, not just copiers."* -Online poll commentator

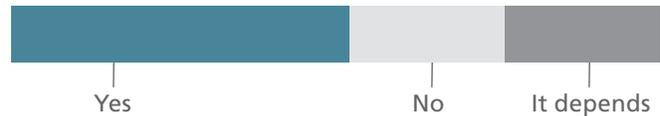
## WHAT WOULD YOU CONSIDER A REASONABLE MONTHLY QUOTA FOR A 3-5 YEAR ACCOUNT EXEC?

\$20,000	24%
\$30,000	45%
\$40,000	17%
\$50,000	8%
\$60,000+	6%



Online poll conducted in November 2012. Total votes: 1,946

## DO YOU AGREE WITH THE CONCEPT OF THE SELLING SALES MANAGER?



Yes, they produce revenue and develop new reps	60%
No, carrying a quota is a distraction from management	20%
It can be effective, but only in some dealerships	20%

Online poll conducted in July 2012. Total votes: 1,820

## 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](http://www.CopierCareers.com).

