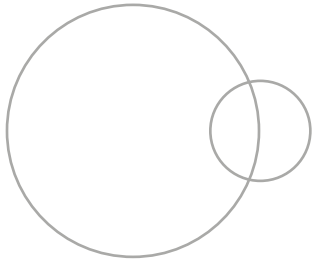




2013

COPIER CAREERS[®]
SALES REPRESENTATIVE
SALARY SURVEY

2013



1

Over the last several years, copier dealerships have completely reinvented their business models. Where dealers once served primarily as hardware providers, today the business is all about solutions—the software and professional services that enable organizations to manage their users, documents, and devices. The hardware, while still essential, is in some ways little more than a conduit for these solutions, one of many points of entry into that amorphous infoscape we call “the network”.

“The previous five or so years have been rough for a lot of dealerships,” says Paul Schwartz, president of Copier Careers. “Between the slumping economy and the transition to a solutions-based business model, this industry has seen significant disruption. The good news is that we’ve learned a few lessons along the way, and over the past twelve months many of our clients have experienced significant growth because they’re now successfully selling and supporting a broad range of solutions.”

Copier Careers

®

For nearly 30 years, Copier Careers has helped independent copier dealerships recruit experienced service, sales, and back office professionals. Since 2002, we've been publishing comprehensive yearly salary surveys for copier service technicians, sales managers, and service managers; in 2011 we added a fourth survey for copier sales representatives. This survey of reps, our third annual, reflects the responses of nearly 10,000 copier sales professionals working at dealerships all across the U.S. and beyond.

These respondents work for organizations of all types and sizes, and include people at all levels of professional development. In total, we surveyed 3,688 Account Executives (37%), 1,909 Named Account Managers (19%), 1,001 Senior Account Executives (10%), 999 Major Account Executives (10%), 388 Government Account Managers (4%), 149 National Account Managers (1%), and 1,849 MPS/Solution Sales Reps (19%). This year is the last time we'll be including MPS/Solution Sales Reps as a separate category; in three short years, the category has gone from being a specialty position to becoming a major component of most sales jobs.

Across all job titles, both base pay and commission have increased since 2012. This year's average base pay for all job titles came in at \$48,683. Average commission totaled \$67,569, bringing average compensation for a copier sales professional to \$116,253—an increase of \$2,414 over the previous year. Compensation varies significantly depending on rank and title, with Major Account Managers averaging the highest annual income (\$130,565) and Account Executives averaging the lowest (\$88,881). In between these two extremes, we also have Government Account Managers (\$125,823), National Account Managers (\$121,474), MPS/Solution Sales Reps (\$121,158), Senior Account Managers (\$118,244), and Named Account Managers (\$107,623).

9,983

COPIER SALES PROFESSIONALS FROM DEALERSHIPS ALL ACROSS THE UNITED STATES PARTICIPATED IN THIS YEAR'S SALARY SURVEY:

3,688

Account Executives (37%)

1,909

Named Account Managers (19%)

1,849

MPS/Solution Sales Reps (19%)

1,001

Senior Account Executives (10%)

999

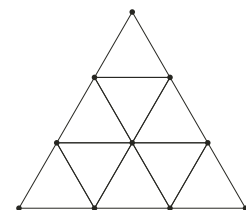
Major Account Managers (10%)

388

Government Account Managers (4%)

149

National Account Managers (1%)



TOTAL ANNUAL COMPENSATION / 2013

<i>Job Title</i>	<i>Base</i>	<i>Commission</i>	<i>Total</i>
Account Executive	\$25,901	\$62,980	\$88,881
Named Account Manager	\$44,399	\$63,224	\$107,623
Senior Account Executive	\$51,701	\$66,543	\$118,244
MPS/Solution Sales Rep	\$42,160	\$78,998	\$121,158
National Account Manager	\$59,129	\$62,345	\$121,474
Government Account Manager	\$62,367	\$63,456	\$125,823
Major Account Manager	\$55,125	\$75,440	\$130,565

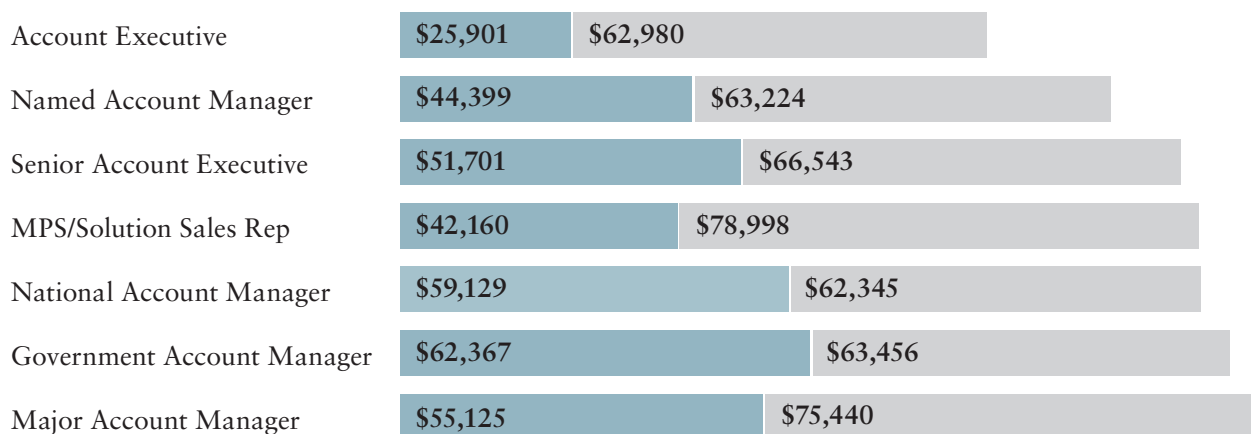
INCREASES IN TOTAL COMPENSATION / 2011–2013

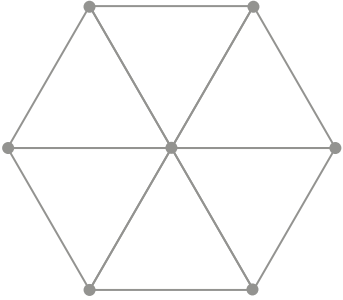
<i>Job Title</i>	<i>2011</i>	<i>2012</i>	<i>2013</i>
Account Executive	\$83,757	\$85,931	\$88,881
Named Account Manager	\$103,969	\$105,579	\$107,623
Senior Account Executive	\$115,442	\$115,897	\$118,244
MPS/Solution Sales Rep	\$117,634	\$120,242	\$121,158
National Account Manager	\$118,887	\$119,866	\$121,474
Government Account Manager	\$121,765	\$122,454	\$125,823
Major Account Manager	\$125,335	\$126,906	\$130,565

3

BASE PAY VERSUS COMMISSION / 2013

■ Base ■ Commission





4

Commissions and quotas often rise

together, so it's no surprise that this year's increase in income has been matched by increased quotas for both Account Executives and Named Account Managers, the two positions for which we perform quota tracking. Last year, the average monthly quota for an Account Exec was \$34,231; this year it's \$36,545, an increase of \$2,314. For Named Account Managers, the expectations are higher. Monthly quotas averaged out at \$57,812, an increase of \$3,590 since 2012.

"I have definitely seen quotas going up," says Jessica Crowley, Director of Recruiting for Copier Careers. Last year, the average monthly quota for an entry level rep was under 35k, and now we're seeing that number ramp up closer to 40k. It's a clear indication of how successful people have been at selling solutions, and of how management's expectations are rising in response to that success."



\$36,545

**IS THE AVERAGE MONTHLY QUOTA
FOR A COPIER ACCOUNT EXECUTIVE**

\$57,812

**IS THE AVERAGE MONTHLY QUOTA
FOR A NAMED ACCOUNT MANAGER**



**WE HAVE MANY
CLIENTS WHO
ARE GROWING
100, 200, EVEN
300 PERCENT A
YEAR, AND IT'S
ALL HAPPENING
ORGANICALLY.**



Every profitable dealership is the result of successful collaboration between sales, service, and the back office; however, when it comes to solutions, the sales department deserves an extra round of applause for seeing the potential early on and continuing to lead the way over these past several years.

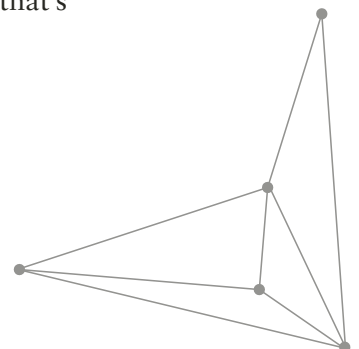
“These days, a small sale isn’t just a small sale,” says Schwartz. “It’s a foot in the door. The sale could be a piece of hardware like an MFP or a printer, but it could also be a less tangible product like electronic document management or storage. With time, that one small sale can lead to the dealership providing a full—and very profitable—array of solutions. We have many clients who are growing 100, 200, even 300 percent a year, and it’s all happening organically as they sell an ever-expanding range of services to their traditional client base.”

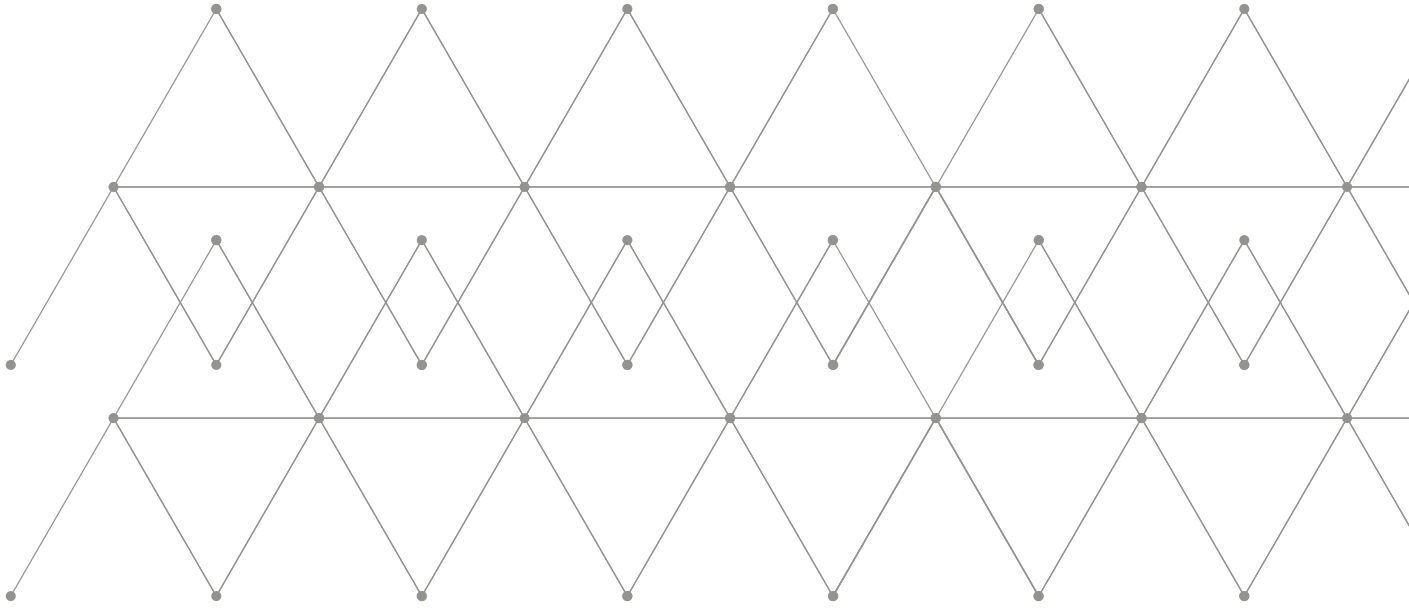
6

One common issue we’ve seen in recent years is that the ability of the sales department to push solutions has often outpaced both the service department’s capacity to support these technologies and the back office’s ability to account for them and ensure appropriate pricing. Many dealerships are still working out their formulas; however, these strong growth numbers suggest that all three departments have made big strides since 2012.

Even for successful dealerships, however, recruiting top sales reps can be an almost insurmountable challenge. The very thing that makes reps desirable to new employers—the ability to consistently exceed quota and make a great living—is the exact same thing that makes reps reluctant to accept a position with a new employer. To attract successful reps, employers have to convince them that starting over will pay off. One of the few ways employers can make a compelling case is by offering a broader array of solutions than their competitors do.

“If reps feel that their current employers aren’t offering a full range of solutions, then they know they’re leaving money on the table,” says Crowley. “And that’s a pretty good reason for a sales professional to make a change.”





7

With the worst of the recession now behind us

and many of the initial hurdles to solution selling cleared, the immediate future looks promising for copier sales reps.

“Every 5 or 10 years,” says Schwartz, “they write the obituary for independent dealers, but they’ve never been right—the industry always adapts to new challenges. Right now, the independent dealers are doing wonderfully; they’ve really shown themselves to be nimble, resourceful, and willing to evolve as their customers’ business needs change. As a result, many of them are experiencing extraordinary growth. All in all, it’s a great time to be a sales rep working in the copier channel. We’re excited to see where it goes from here.”



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/MNS experts. Learn more about our commitment to the industry at www.CopierCareers.com.