

Sales Manager Salary Survey

Copier Careers®

For Sales Managers, 2009 Has Been Slow But Steady. Long Hours, Hard Work, And An Emphasis on Education Kept Them Selling. But Are They Satisfied?

2009: Slow But Steady

For many industries, 2009 was simply devastating—a year of bailouts, buyouts, and bankruptcies. The copier industry, in contrast, has more or less managed to survive with its dignity intact. While 2009 may not have been a year of record-breaking profits, it wasn't a time of bank-breaking losses, either. As Paul Schwartz, president of Copier Careers says, "Regardless of what's going on in the economy, the document imaging business tends to be fairly stable."

The results of the 2009 Copier Careers Sales Manager Salary Survey reveal stability to be a major theme. For most sales managers, the past year has presented its share of challenges, not the least of which is trying to sell in a down economy. But through hard work, persistence, and increased investment in finding, keeping, and training good salespeople, most of the sales managers we surveyed are doing just fine—not that they're ever satisfied with "just fine", of course.

This year's survey reflects the responses of 658 sales managers working in the copier industry, 81% of whom are male. Though women are still in the minority, their numbers have grown significantly since 2002, when the first salary surveys were administered. Back then, only 7% of our respondents were female. In only eight years, that figure has nearly tripled. Watch out, fellas: the ladies are gaining on you.

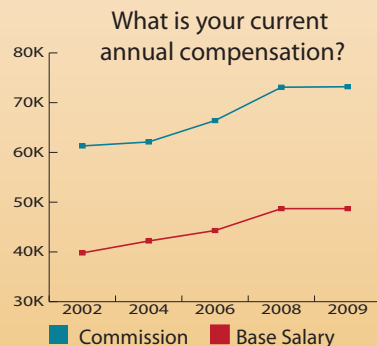
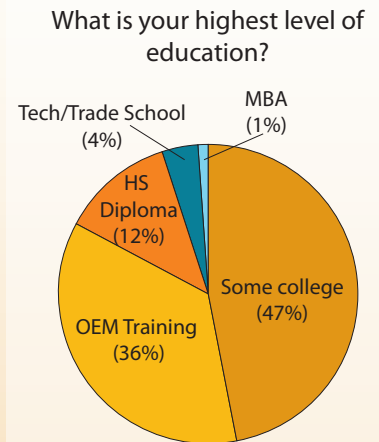
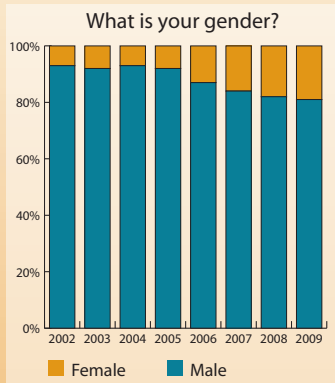
Nearly all of the sales managers we surveyed work for a small, locally-operated business: 90% of our respondents say they work for a company with fewer than 100 employees. Only 11% of these managers say they work for an OEM or a national sales organization; everyone else works either for an independent dealer with one location (71%) or for a regional dealership with more than one location (18%).

Working Longer, Working Harder

Due in part to the recession, sales managers have been working some long hours over the past couple of years. In 2002 (otherwise known as the good old days), the average sales manager was working 46 hours a week. By 2007 that figure had climbed to 51 hours, then in 2008—right around the time the economy took a nosedive—it jumped to 54 hours. This year, sales managers say they're working 55 hours per week and many of them are happy to do so as long as those hours translate to bigger sales.

In the words of one Copier Careers reader, "I've been in this industry for 10 years and the first quarter of '09 was my best ever. Work harder and sell local. Your pay can't get cut if you're on commission." Another puts it like this: "Remember the old saying: when times are tough, the tough start prospecting earlier and working longer."

All this effort seems, at the very least, to be keeping sales steady. Both average salary and average commission for sales managers increased this year, although in both cases the gains were less than \$100. Since 2002, however, the average overall compensation for a sales manager has increased by about \$20,000, from \$101,100 in 2002 to \$121,911 today. Though that



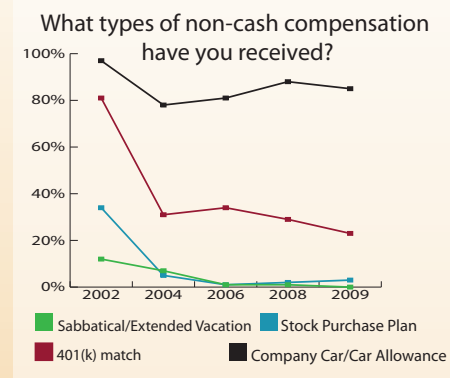
pay increase isn't enormous, it ain't too shabby, either.

“The biggest challenge for any sales manager is finding people who can sell and keeping them motivated.”

-Dave Grandelis, director of recruiting for Copier Careers

New Technology Brings Challenge, Opportunity

Dave Grandelis, director of recruiting for Copier Careers, says that “the biggest challenge for any sales manager is finding people who can sell and keeping them motivated.” Increasingly, that means finding people who have a deep knowledge of networking and managed print services. “The changes in technology, in particular the rise of document management, have assisted the industry in surviving this recession,” says Grandelis. “There’s a real opportunity there for people who understand the technology



Although many types of “non-cash compensation”, like 401(k) matches, car reimbursements, and company-paid cell phones have been cut this year, there is one key area in which non-cash compensation has increased: education. The overall numbers are still low, but the percentages of sales managers who report being compensated for “further education/training” (12%), “tuition reimbursement” (12%), and “certification reimbursement” (6%) have all risen several points since 2008. As new technology leads the industry into a new era, dealers have only two choices: change, or fail. After years of talking about what needs to be done, it looks like some dealers are starting to put their money where their mouth is and get serious about training their sales professionals.

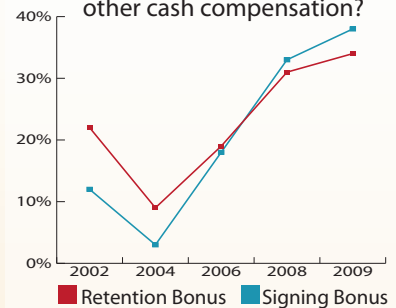
The Cash Is Always Greener

While satisfaction levels have soared this year on the service side of the business, sales managers are just as dissatisfied as they've ever been. They're hungry for

and who can blame them? You don't get to be a sales manager by resting on your laurels. As in previous years, nearly 100% of the sales managers we surveyed say they're either actively or passively looking for a new job. These people go where the money is, period. Some companies are trying to counter this reality with better retention programs: from a low of 9% in 2004, 34% of our 2009 respondents now say they received a retention bonus this year. Not surprisingly, signing bonuses are also on the rise: 39% say they received one of those this year. Despite dealerships' best efforts to keep their sales managers around longer, it looks like these managers were simply born to run. If the cash is greener on the other side of the fence (and it always is), you can bet they're going to hop on over.

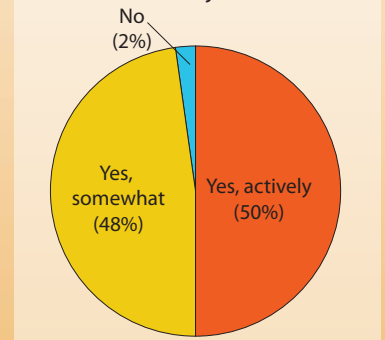
more, and who can blame them? You don't get to be a sales manager by resting on your laurels. As in previous years, nearly 100% of the sales managers we surveyed say they're either actively or passively looking for a new job. These people go where the money is, period. Some companies are trying to counter this reality with better retention programs: from a low of 9% in 2004, 34% of our 2009 respondents now say they received a retention bonus this year. Not surprisingly, signing bonuses are also on the rise: 39% say they received one of those this year. Despite dealerships' best efforts to keep their sales managers around longer, it looks like these managers were simply born to run. If the cash is greener on the other side of the fence (and it always is), you can bet they're going to hop on over.

Why did you receive bonuses or other cash compensation?



Still, no matter where sales managers are now, or where they're going to be next week or next month or next year, they'll probably come out on top. “Now is a great time to be working for a copier dealership,” says Grandelis. “For clients, buying from businesses with a strong local presence has become increasingly attractive over the past year and a half.” For these sales managers—always on the lookout for the next big opportunity—that's good news indeed.

Are you currently looking for a new job?



Still, no matter where sales managers are now, or where they're going to be next week or next month or next year, they'll probably come out on top. “Now is a great time to be working for a copier dealership,” says Grandelis. “For clients, buying from businesses with a strong local presence has become increasingly attractive over the past year and a half.” For these sales managers—always on the lookout for the next big opportunity—that's good news indeed.

All content ©2009 Copier Careers

Copier Careers is the only retained recruiting firm dedicated solely to meeting the staffing needs of independent copier dealerships. Visit us online at www.copiercareers.com

Copier Careers

More Than Resumes, Candidates®