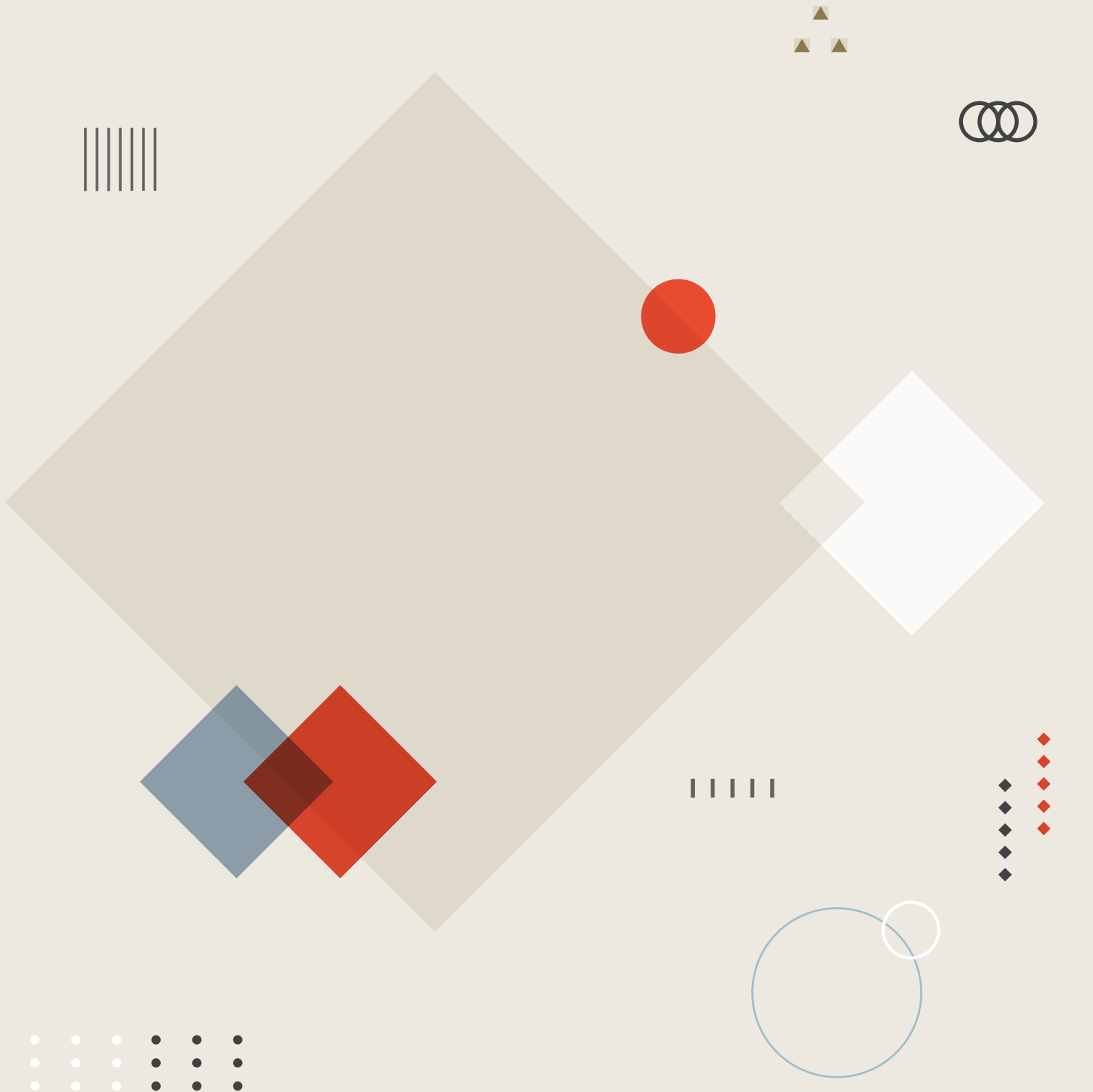
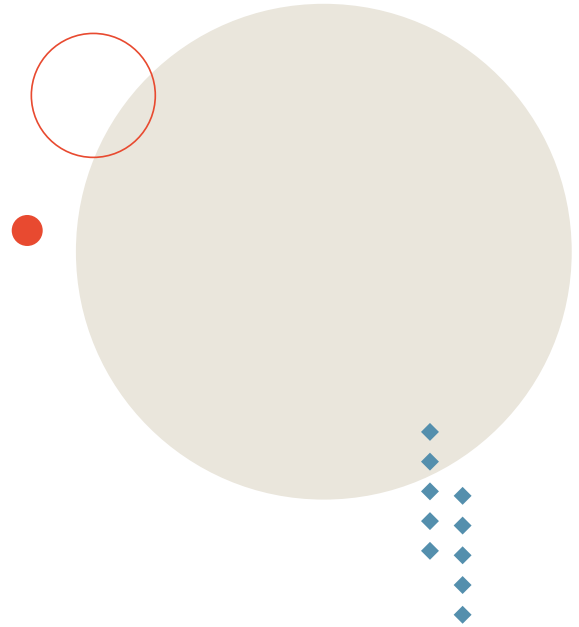


# SALES MANAGER

SALARY SURVEY

2015





**After eight years of working in a down economy, it's a relief to see signs that our fortunes are on the rise.**

This industry, always ahead of the curve when it comes to economic trends, has been doing well for some time now. And copier channel sales managers have been doing particularly well. This year, average compensation for sales managers has topped \$150,000. With numbers like that, it's no wonder that confidence in the industry and in the job market is high.

In recent years, we've seen copier sales managers improve their bottom lines by embracing unfamiliar technologies and accepting new ways of working. This year, for the first time in a long time, they're showing a willingness to risk comfort, security, and stability in pursuit of potentially greater rewards.

For the past 13 years, Copier Careers—a recruiting firm that works exclusively with copier channel employers and candidates—has conducted detailed annual surveys of copier service technicians, service & operations managers, and sales managers. In 2011, we added a fourth survey of copier channel sales reps. These surveys track a variety of data and measure how well industry professionals are compensated, how satisfied they are in their careers, and how well their needs align with the needs of industry employers.

This year's Sales Manager Salary Survey reflects the responses of 1,123 copier channel sales managers who completed our online survey over the past year. The largest number of respondents (42%) work for independent dealerships. The rest work for multi-location regional dealers (25%), OEMs (19%), national sales and service organizations (12%), and other non-specified copier channel employers (2%). One third of all respondents are women, and more than 70% of those who participated say they manage teams of fewer than 10 people.

# 1,123

**COPIER CHANNEL SALES MANAGERS  
PARTICIPATED IN THIS YEAR'S SALARY SURVEY**

## Over the past couple of years, compensation for sales managers has risen significantly.

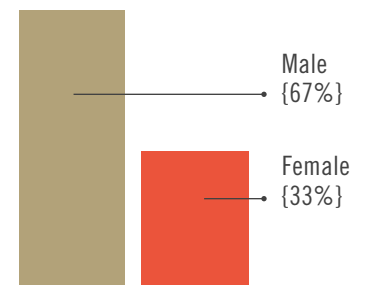
Since 2012, average compensation for sales managers has increased by \$20,000. This year, the average sales manager saw an increase of \$1,301 in base pay and \$5,035 in commission, bringing 2015's totals to \$58,826 for base pay and \$91,244 for commission. At \$150,070, this year's total average compensation is \$6,000 more than last year's total. In addition to cash compensation, 97 percent of respondents receive health benefits, 97 percent receive a company car or a car allowance, and 30 percent receive payments or reimbursements for education, training, and certifications.

Despite these increases in compensation, there is still room for improvement when it comes to compensation plans. While many companies have developed successful strategies for MPS and MNS compensation, others struggle to find a formula that works. In a separate poll conducted in June of this year, one-third of respondents said their companies don't know how to properly reward and incentivize sales staff for solutions.

Jessica Crowley, Director of Recruiting for Copier Careers, says that companies with improperly structured comp plans struggle to attract and retain sales staff.

"There are still a lot of companies which are either not implementing many solutions or which aren't implementing them well. At Copier Careers, we have relationships with thousands of sales reps and managers in markets all across the country, and one of the most common reasons these people leave their jobs is that their comp plans are not providing them with the income they think they deserve. Often, the quickest way for sales professionals to increase their income is to move to a dealership with a better comp plan."

## GENDER



## AVERAGE HOURS WORKED PER WEEK

2002	46
2004	49
2006	50
2008	54
2010	58
2012	59
2014	58
2015	59

## AVERAGE ANNUAL COMPENSATION

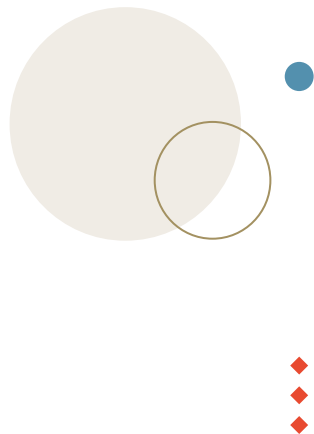
	2002	2004	2006	2008	2010	2012	2014	2015
<b>Base pay</b>	\$39,800	\$42,211	\$44,322	\$48,678	\$48,699	\$54,231	\$57,525	\$58,826
<b>Commission</b>	\$61,300	\$62,121	\$66,444	\$73,136	\$65,440	\$77,034	\$86,209	\$91,244
<b>Total</b>	\$101,100	\$104,332	\$110,766	\$121,814	\$114,139	\$131,265	\$143,734	\$150,070

### TOP NON-CASH/ INDIRECT CASH REWARDS

1. Health benefits
2. Company car/car allowance
3. Certification reimbursement
4. Further education/training
5. Tuition reimbursement

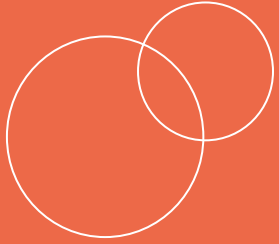
### TOP BONUSES/CASH REWARDS

1. Personal performance
2. Signing bonus
3. Certification/training
4. Project milestone completion
5. Retention bonus



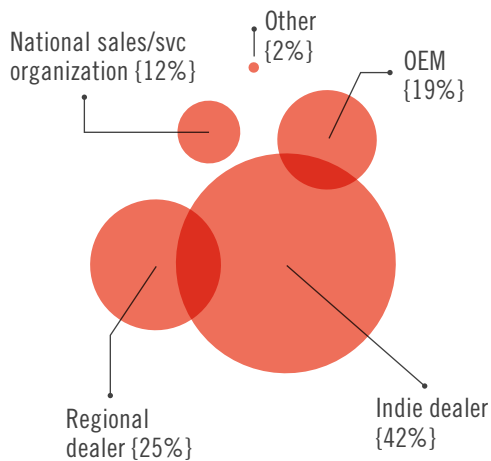
**As we reported in our 2014 Sales Manager Salary Survey, over the past few years we've seen big increases in the number of selling sales managers.** As the solutions-based business model has progressed, it's become more feasible for sales professionals to manage a small team while working a territory of their own. Throughout much of 2013 and 2014, the role was seen primarily as a stepping stone for senior reps to break into management. This year, however, we've begun to see the desirability of the role increase even for people who have previously worked in traditional sales manager positions.

According to Crowley, the growing popularity of this role comes down to compensation and control. "Ultimately, sales managers are most interested in whichever role enables them to earn more money. Many of the selling sales managers we talk to say they enjoy the opportunity to be compensated for their own performance as well as for the performance of their reps."

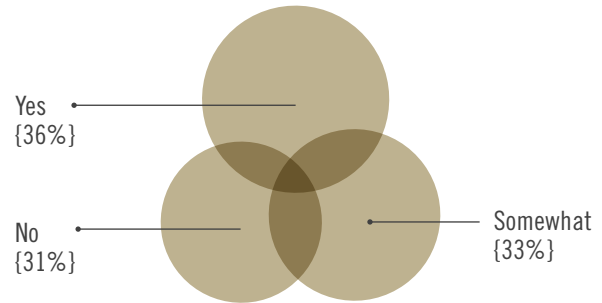


**“ OFTEN, THE  
QUICKEST WAY  
FOR SALES  
PROFESSIONALS  
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IS TO MOVE TO A  
DEALERSHIP WITH  
A BETTER COMP  
PLAN.**

## WHAT TYPE OF ORGANIZATION DO YOU WORK FOR?



## DOES YOUR EMPLOYER UNDERSTAND HOW TO COMP MPS/MNS SALES?



Data taken from a separate online poll of 2,760 people conducted in June 2015

### Across all copier channel job categories, we've witnessed increased interest in cooperation and collaboration.

As product offerings have become more integrated, so have the teams of people who sell, service, and administer them. In this year's survey, more than 50 percent of respondents listed "Commitment throughout the company to quality work" as one of the things they value most; four years ago, in 2011, that figure was a mere 11 percent.

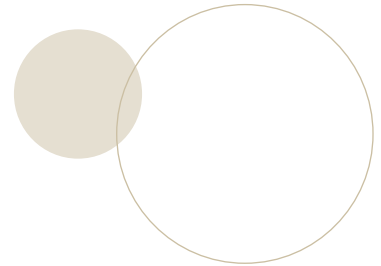
Paul Schwartz, president of Copier Careers, believes that solutions have created more collaborative working environments across the industry. "Sales, service, and the back office are more interconnected now than they were in the pre-solutions era," says Schwartz. "For salespeople to be successful, they have to feel confident that service can follow through on the promises that have been made to the client. If the company can't administer a solution that's been sold, it damages the sales rep's credibility and makes the entire company look unprofessional."

"We have worked with many salespeople who are seeking new positions because their companies can't deliver on solutions," adds Crowley. "Sales teams want to sell the broadest possible range of solutions, but only if the company has the capacity to deliver. Nobody wants to sell a solution that doesn't work."



## WHICH JOB-RELATED ISSUES MATTER MOST TO YOU?

1. Bonus opportunities
2. My work is important to the company's success
3. Benefits
4. Company-provided computer
5. Financial stability of company
6. Prestige/reputation of company
7. Recognition for work well done
8. Ability to work on innovative IT solutions
9. Ability to work with leading edge technology



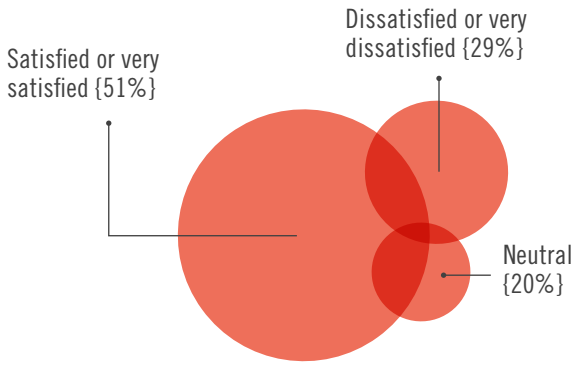
**Over the past four years, the percentage of respondents who say they're interested in working with leading edge technology has climbed steadily.** This year, we've seen some sales managers come closer to putting their money where their mouth is: 9 percent of respondents say they're interested in working for a startup company. While that's not a huge number, it's a significant increase from 2014 when only 2 percent said they'd consider it. While we wouldn't be surprised to see greater numbers of entry-level workers take an interest in startups, at the sales manager level it's more surprising: trading the comfort and stability of a guaranteed six-figure income with an established company for uncharted territory is an uncommon move. Unsurprisingly, this appears to be another area in which MPS and MNS have prompted a shift in industry culture.



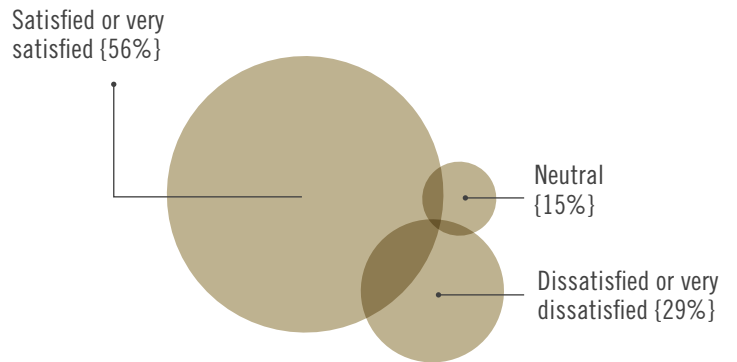
"If you look back at previous years' surveys, nobody wanted anything to do with startups," says Schwartz. "From '08 until now, it was all about stability and job security. Now that the economy is getting back on track, people are willing to take a risk again. In addition, MPS and MNS have allowed newer organizations to compete with larger entities on a pretty successful level. In some cases, I'd say it's almost easier to start fresh with a new organization than it is to change an existing business model."

Crowley agrees. "It can be simpler for a new organization to get started with MPS and MNS than for an established organization to adjust to a new reality. For established sales managers, going to work for a startup has the potential to pay off handsomely if the company is successful. It also allows experienced individuals to make a big contribution and see the impact of their work, which can be difficult to achieve when you're working for a larger, more traditional organization."

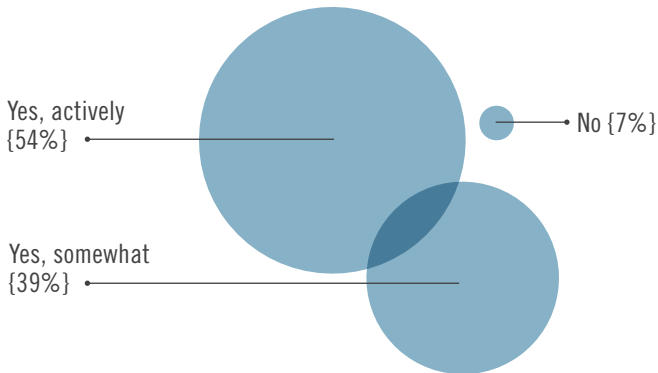
## SATISFACTION WITH COMPENSATION PACKAGE



## OVERALL SATISFACTION



## ARE YOU LOOKING FOR A NEW JOB?



## WHY ARE YOU LOOKING FOR A NEW JOB?

1. Want higher compensation
2. Job market opportunities are too good to pass up
3. I don't like my current company's management or culture
4. Seeking a more dynamic company
5. Want to move to a different geographic area





**Overall, it's been an excellent year for the industry in general and for sales managers in particular.** With confidence in the economy growing and upwards of 90 percent of sales managers reporting that they are in the market for a new job, we can expect significant recruiting and hiring activity in the months to come.

“The bottom line is that today’s sales managers are making great money and are generally pretty satisfied with their jobs,” say Schwartz. “But they’ll always be open to trying something new if they see an opportunity to increase their income or improve themselves.”

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## ABOUT US

*Copier Careers® is a recruiting firm dedicated exclusively to helping copier channel employers find experienced service techs, copier sales reps, sales managers, service & operations managers, controllers, back office staff, and MPS/MNS experts. Learn more about our commitment to the copier channel at [www.CopierCareers.com](http://www.CopierCareers.com) or call 888-733-4868 to talk to a recruiter.*

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