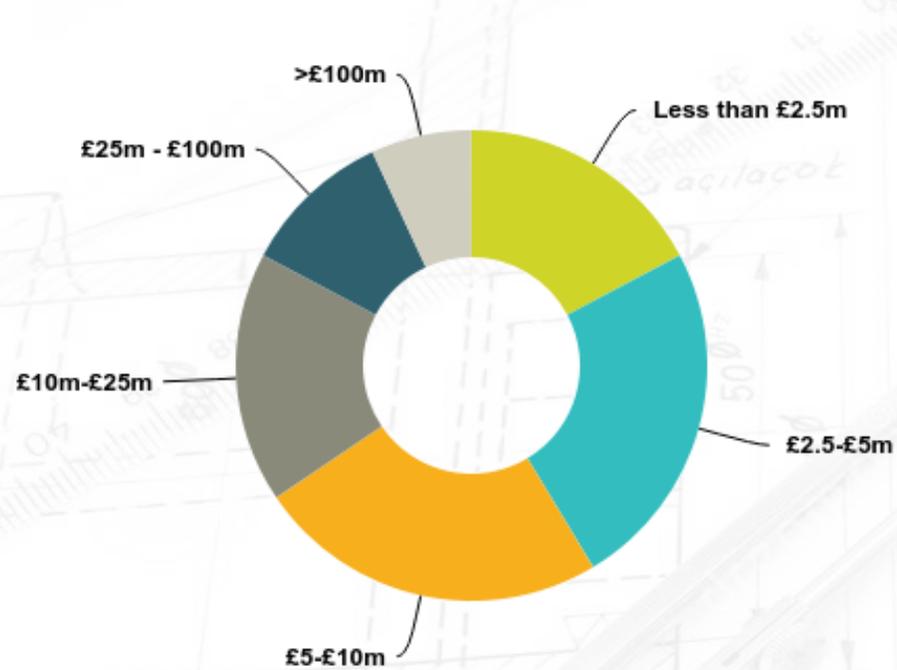


# IT Sales Salary Survey – 2017

## Content

2. Demographic
3. Sales headcount
4. Base pay & commission
5. Rules, ownership & measures
6. Hiring staff
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9. Generating new business

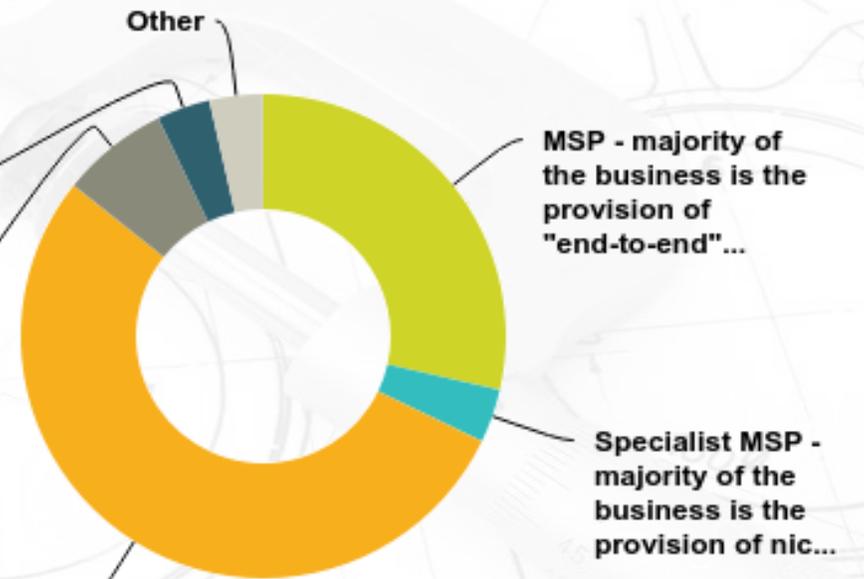
# Sales salary benchmark...



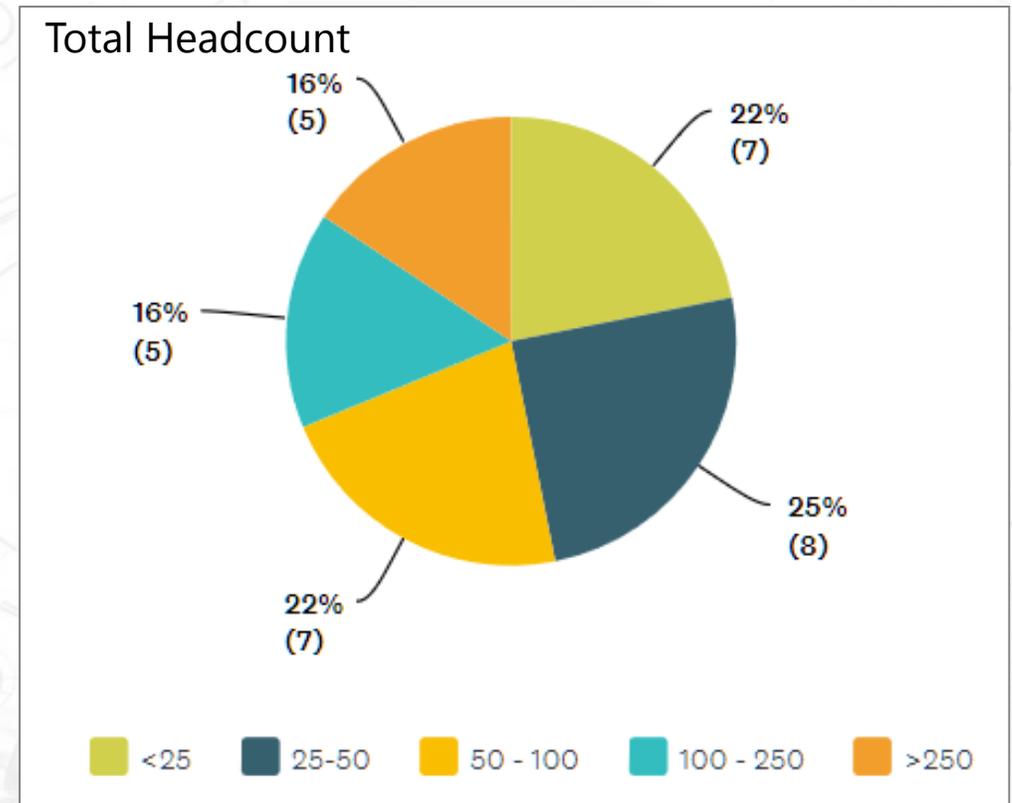
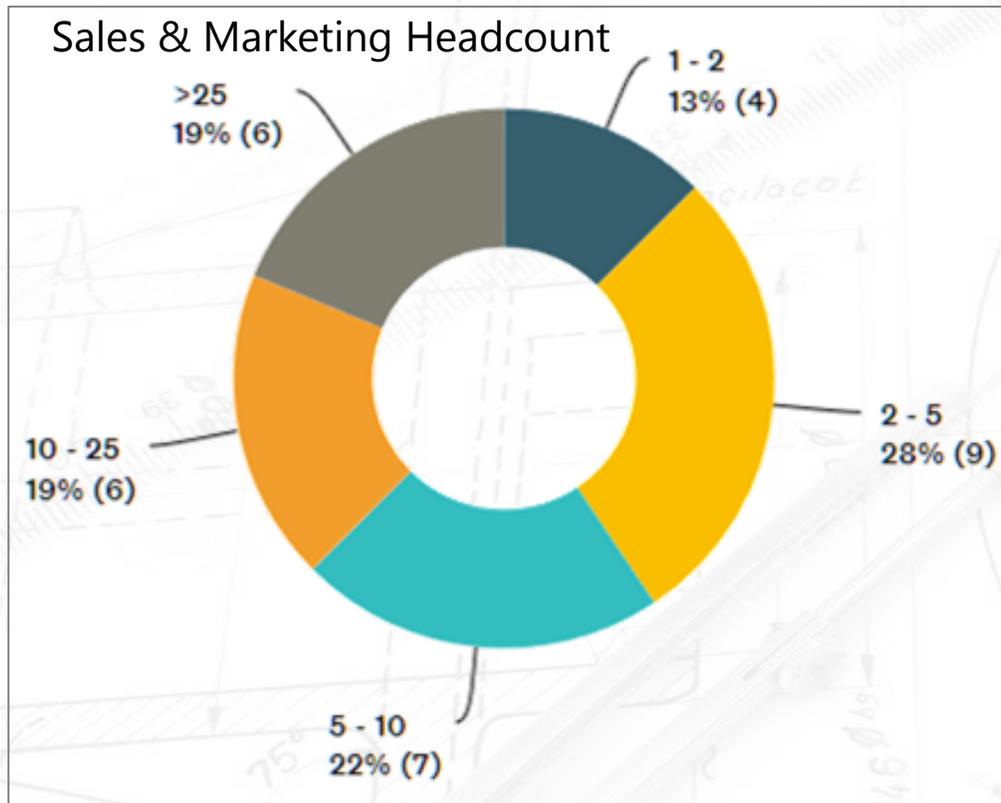
ISV - provide cloud or on-prem. solution

Microsoft LSP (LAR), LSI or VAR

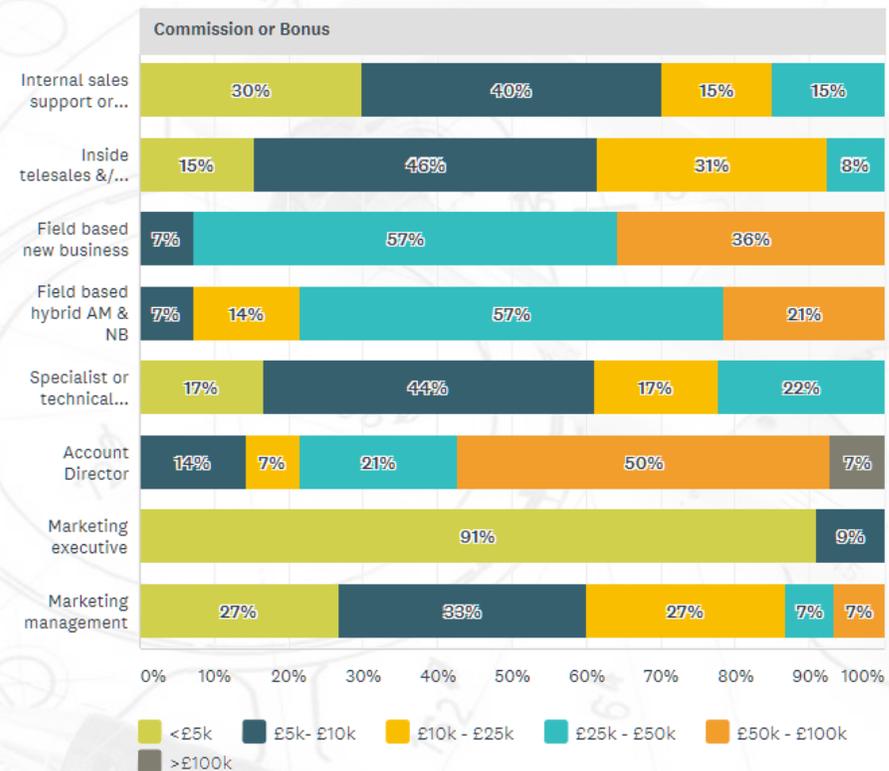
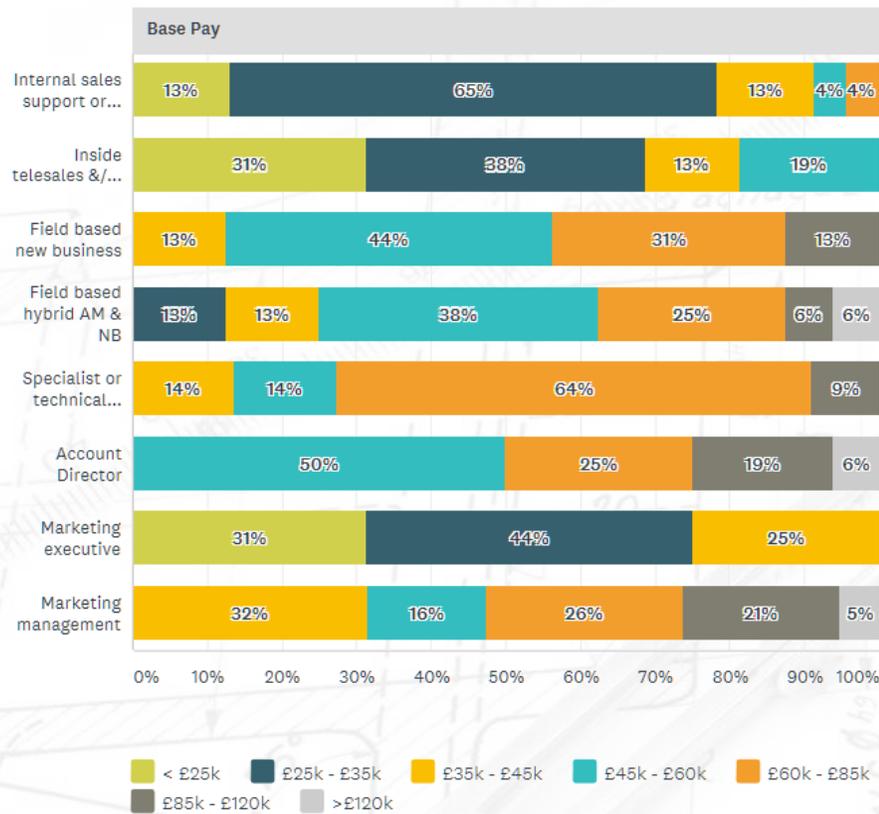
SI - provide niche or expert services delivered via a mix of project, ad-h...



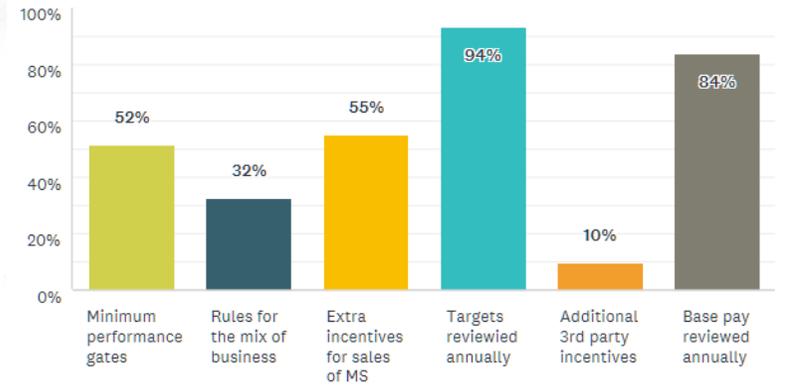
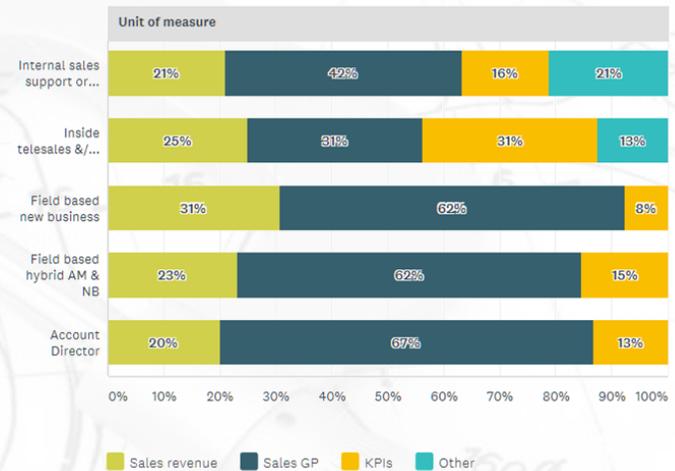
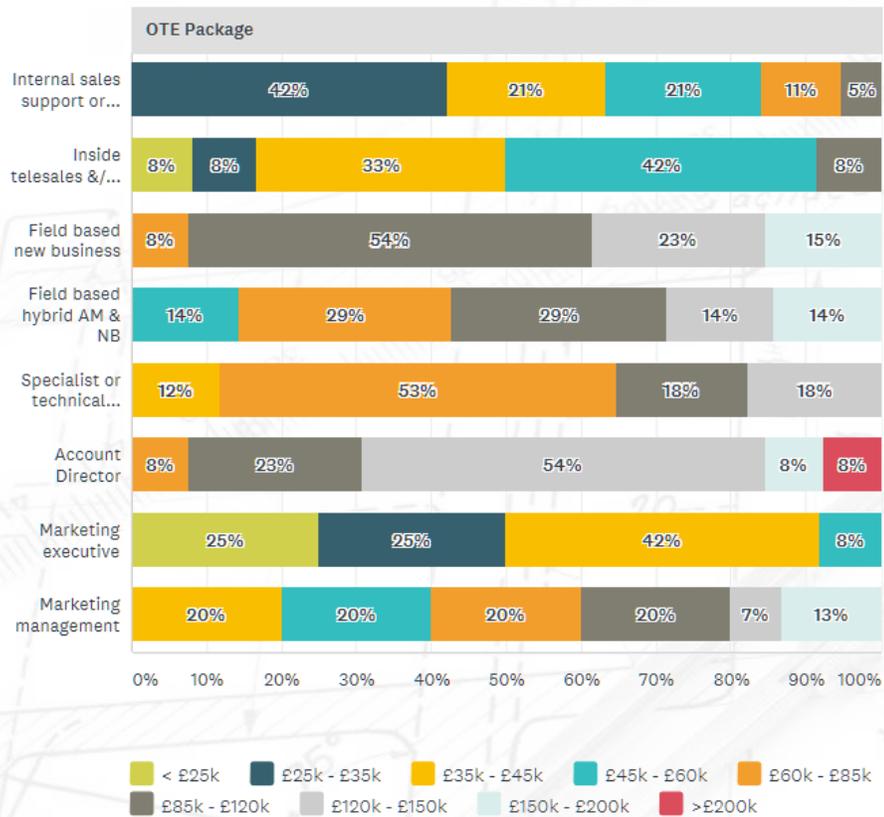
# Headcount...



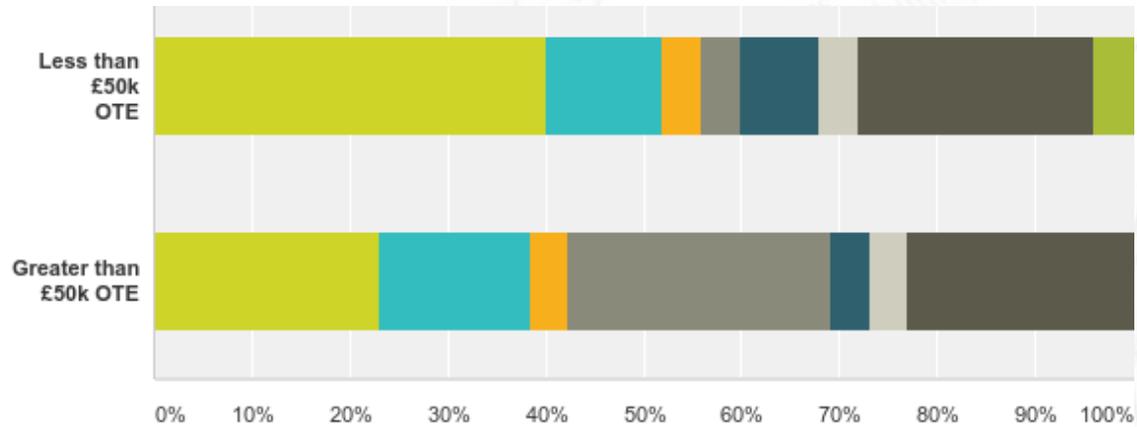
# Base pay & commission...



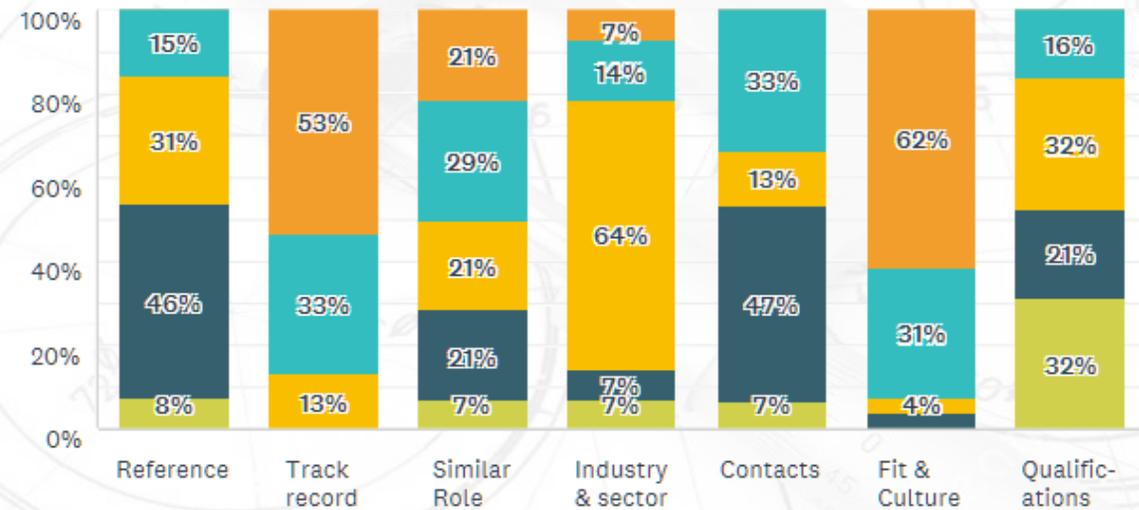
# Rules, ownership & measures...



# Hiring staff...



- Recruitment Agent
- Internal promotion
- Staff recommendation
- Reference / word of mouth
- LinkedIn advertising
- Other advertising
- In-house recruiter
- Other



- N/A
- Slightly
- Somewhat
- Mostly
- Critical

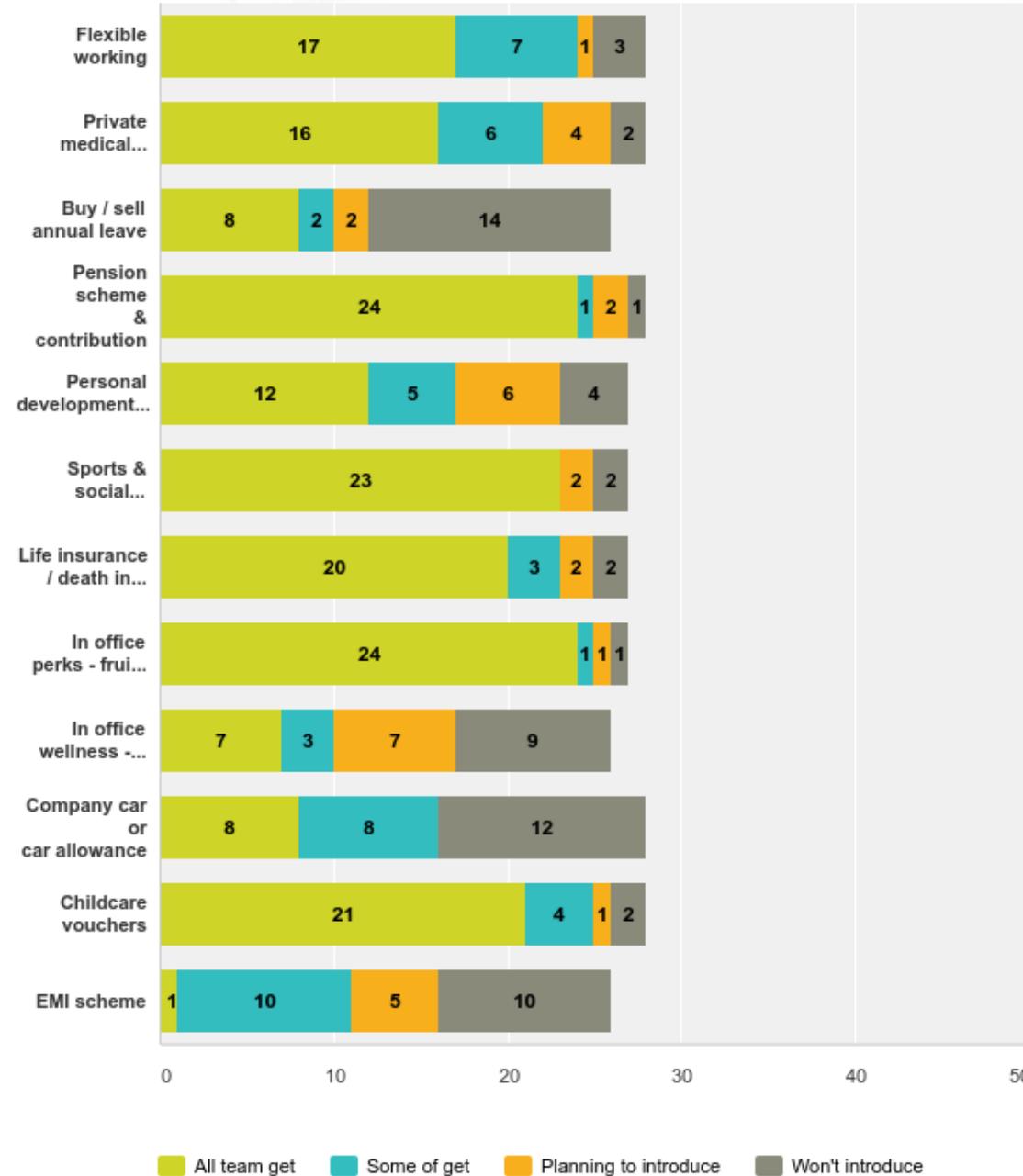
# Hiring staff...

- Employee referral
- In-house recruiter has been the best
- Our experience with agencies was dire
- Have only hired sales roles from one trusted recruiter
- We have vacancies but we have no internal promotion route forward
- Recruitment from recruitment companies is not an option as past results have been dire
- Expanding technical, project & Management roles & introducing sales as part of most roles
- Deliberately not hiring sales people - new focus on consultants & change management professionals
- For mid market field sales – hire graduates into an internal sales role, then train, develop & promote, this has been working very well over the past 5 years

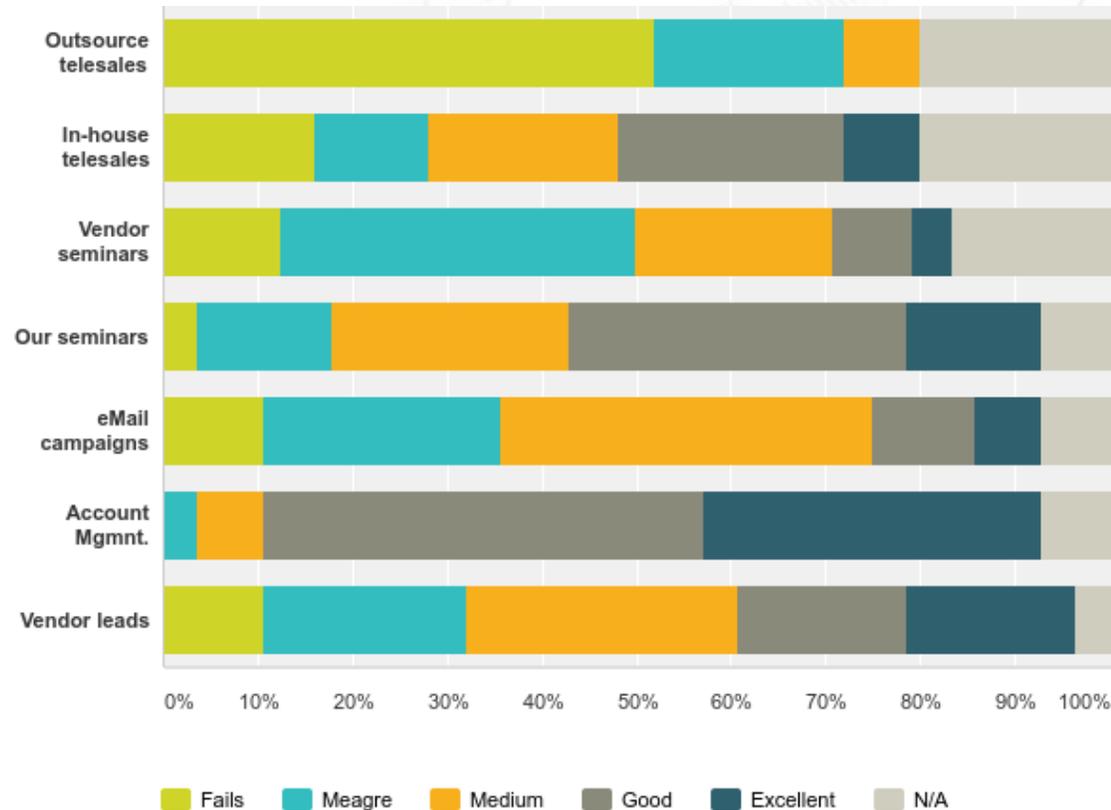


# Retaining staff...

Average  
months to  
ROI = 11mths



# Generating new business...



Targeted email campaigns used to drive event attendance  
Blackmailing the DM with dodgy photos from their past :)

Stay close to Microsoft sales teams & specialist sellers

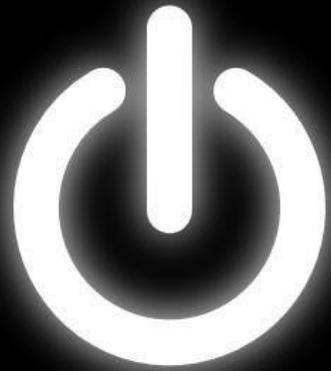
Referrals & networking in industry vertical

Vendor leads & partnerships

Responding to tenders

Account management

Workshops



...thank you