

2020

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# National Sales Compensation Survey

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# 2020 National Sales Compensation Survey

An Employer Associations of America (EAA) Sponsored Survey, coordinated by  
MRA – The Management Association in cooperation with employer associations nationwide.

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## **Confidential Survey Report**

This survey is provided with the understanding that the information will:

- remain strictly confidential
- be restricted to authorized personnel only
- not be used in collective bargaining or grievance proceedings
- protect, completely, organizational identity



## **National surveys produced by the EAA include:**

- National Business Trends Survey
- National Executive Compensation Survey
- National IT & Engineering Compensation Survey
- National Policies & Benefits Survey
- National Sales Compensation Survey
- National Wage & Salary Survey

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**National Sales  
Compensation Survey  
Executive Summary**

# 2020 National Sales Compensation Survey

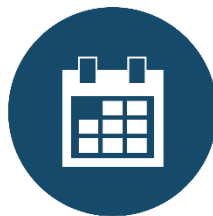
## Introduction

Designing and maintaining a motivated sales team is a top priority in most organizations. Reviewing the information provided in the **2020 National Sales Compensation Survey** will help you understand the current market compensation for sales roles, as you assess your sales compensation plan to develop the right plan for your organization. We hope this report will be a valuable source of information, as you evaluate your sales compensation plan to be sure you are maintaining the market competitive program necessary to keep your sales force engaged.

## Survey Information



**July 1, 2020**  
Data Effective



**November 2020**  
Data Published



**15**  
Jobs Surveyed



**2,189**  
Participating Companies



**12,883**  
Employee Rates Reported

## Thank you!

Thank you to all survey participants, who submitted data and worked with the hosting association to ensure correct and complete data. Your participation is vital to maintaining the strength and integrity of EAA surveys.

# 2020 National Sales Compensation Survey

## Executive Summary

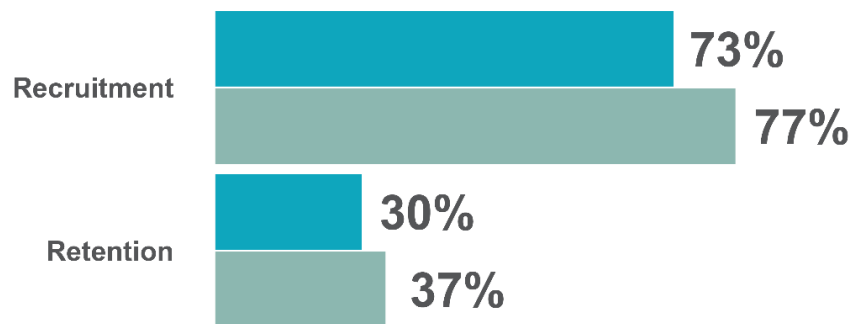
### Recruitment and Retention Challenges

Compensation is just one of many factors to keep in mind when attracting and retaining talent. Many sales compensation plans include a combination of incentive pay options. It can be tricky to get the right plan to work with your organization's philosophy. Giving top talent a reason to accept or remain in a position with your company long term can be crucial to the success of your organization.

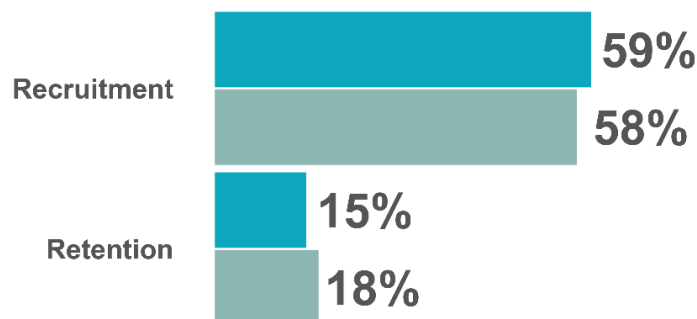
This year, the data shows little variation from the previous years on the challenges present with recruitment and retention for both staff and management. Use the data in this report as one source to help guide your organization.



### Sales Staff



### Sales Management



■ 2019 ■ 2020

# 2020 National Sales Compensation Survey

## Executive Summary (continued)

### Independent Sales Representatives

Independent Sales Representatives (ISRs) are not employees of the company; they are hired as agents. The agents may be individuals or firms with their own employees. They are not dealers; they sell to dealers, distributors, or end users. The Independent Sales Representative meets IRS tests for non-employee status. The person or organization works for more than one client. ISRs are usually paid a commission for each unit sold. Rates may vary based on the product or service and the nature of the selling process.

	# of Orgs	1st Quartile (P25)	Median	3rd Quartile (P75)
Durable Goods Manufacturing	80	4.00%	5.50%	10.00%
Non-durable Goods Manufacturing	18	5.00%	5.00%	8.00%
<b>All Organizations</b>	<b>123</b>	<b>4.27%</b>	<b>6.00%</b>	<b>10.00%</b>

# 2020 National Sales Compensation Survey

## Executive Summary (continued)

### Pay Mix

For purposes of comparison when looking at pay mix, the percent of pay that is base vs. variable, we bucketed the reported pay mix for each employee into categories (e.g., 80/20, 75/25, etc.) for each job title and summarized below.

Type of Sales Role	Title	% Base/ % Variable Pay Mix
<b>Inside</b>	Senior Inside Sales Representative	75/25
<b>Inside</b>	Inside Sales Representative	70/30
<b>International</b>	Top International Sales Executive	85/15
<b>International</b>	International Sales Representative/Account Executive	85/15
<b>Management Outside</b>	Top Sales & Marketing Executive	85/15
<b>Management Outside</b>	Top Sales Executive	80/20
<b>Management Outside</b>	National Accounts Manager	85/15
<b>Management Outside</b>	General Sales Manager	80/20
<b>Management Outside</b>	Sales Manager	85/15
<b>Outside</b>	Senior Outside Sales Representative/Account Executive	75/25
<b>Outside</b>	Outside Sales Representative/Account Executive	70/30
<b>Outside</b>	Junior Outside Sales Representative	90/10
<b>Route</b>	Route Sales Representative	45/55
<b>Support</b>	Order Processing Supervisor	95/5
<b>Support</b>	Sales Trainer	90/10