2023 National Sales Compensation Survey—Commission Receiving Employees

(151) Outside Sales Representative/Account Executive – Direct Sales

Experienced level of sales professional with the ability to perform field promotional work to sell and develop new business accounts. Incumbents at this level typically make up the largest part of the sales force and are usually assigned to established territories or industries where company product lines are accepted, but where new customers or outlets need to be secured or existing accounts penetrated. Demonstrates products / services and provides product application advice. Coordinates company technical engineering services to develop solutions to customers' needs. Prepares price quotations, communicates or negotiates terms and conditions of sales within limits of authority, and writes orders subject to company policy. Investigates product / service warranty claims and ensures resolution of customer complaints following marketing policies. As required, informs the company relative to marketing trends, competitive products and pricing. Completes required activity and expense reports. Sells directly to businesses or end-users.

			Base Pay					Variable Pay												Total Compensation				
								Bonus Eligible		Bonus Receiving			Commission Receiving											
	# of Orgs	# of Emp	Un-Wtd Avg	Wtd Avg	P25	Median	P75	# of Orgs	# of Emp	# of Orgs	# of Emp	Wtd Annual Avg	Un-Wtd Avg	Wtd Annual Avg	P25	Median	P75	# of Orgs	# of Emp	Un-Wtd Avg	Wtd Avg	P25	Median	P75
Industry																								
Durable Goods Manufacturing	49	308	$83,764	$82,873	$68,585	$81,552	$95,000	19	176	13	109	*$10,073*	$62,392	$72,053	$26,692	$47,663	$87,292	49	308	$147,792	$158,466	$110,729	$132,731	$174,805
Financial and Insurance	5	20	*$92,859*	*$97,553*	*$71,686*	*$100,371*	*$114,286*	3	15	2	13	-	$57,459	*$59,792*	*$20,637*	*$46,570*	*$101,211*	5	22	$145,541	*$151,243*	*$117,232*	*$140,153*	*$173,318*
Nondurable Goods Manufacturing	16	112	*$83,080*	*$73,161*	*$46,800*	*$74,632*	*$91,262*	6	218	5	149	*$17,379*	$46,808	*$71,495*	*$21,282*	*$40,549*	*$96,329*	18	247	$125,140	*$120,987*	*$67,503*	*$105,800*	*$147,079*
Professional and Business Services	11	96	*$65,441*	*$68,965*	*$47,436*	*$60,000*	*$84,250*	6	64	5	16	*$7,380*	$75,158	*$112,448*	*$33,637*	*$65,517*	*$129,887*	11	96	$142,586	*$182,644*	*$97,981*	*$136,882*	*$194,130*
Wholesale Trade	16	165	*$57,045*	$56,276	$45,000	$55,012	$65,000	9	125	6	96	*$11,289*	$60,692	$75,101	$25,867	$52,163	$109,701	18	187	$111,456	$131,566	$85,864	$113,731	$155,577
Gross Sales Volume																								
$0.0 to $24.9 Million	27	112	*$70,773*	*$65,814*	*$46,523*	*$60,000*	*$75,886*	13	70	10	55	*$10,519*	$52,019	*$90,220*	*$21,433*	*$54,018*	*$114,514*	29	114	$120,051	*$160,741*	*$95,397*	*$118,083*	*$179,871*
$25.0 to $49.9 Million	25	121	*$84,744*	$85,056	$71,050	$84,000	$96,607	9	49	7	17	*$6,000*	$50,304	$45,028	$15,669	$26,947	$39,972	25	121	$136,047	$130,861	$94,315	$116,009	$138,646
$50.0 to $99.9 Million	22	116	*$72,040*	$67,884	$50,000	$65,280	$80,000	7	78	5	74	*$6,259*	$65,855	$60,525	$24,275	$42,844	$77,454	23	119	$136,400	$130,475	$88,005	$117,750	$153,502
$100.0 to $249.9 Million	20	95	*$77,381*	$72,476	$55,016	$67,716	$87,565	8	30	4	19	-	$69,525	$82,229	$28,835	$65,975	$115,579	20	113	$147,669	$148,164	$97,736	$133,836	$177,117
$250.0 Million +	18	391	*$78,570*	$69,556	$48,672	$65,000	$85,000	13	457	12	283	*$12,847*	$83,580	$99,181	$24,672	$56,276	$108,577	18	578	$155,279	$151,880	$74,885	$115,675	$167,374
Profit Status																								
For-profit	110	823	$76,439	$70,631	$50,000	$66,600	$85,000	49	676	37	440	$11,839	$62,737	$86,739	$23,074	$49,950	$101,271	113	1,033	$137,077	$148,056	$85,600	$118,748	$163,886
Metropolitan Statistical Area																								
Appleton, WI	9	9	$69,070	*$69,070*	*$46,500*	*$62,400*	*$90,675*	5	5	3	3	-	$52,161	*$55,032*	*$19,043*	*$33,727*	*$92,563*	10	14	$120,080	*$111,632*	*$77,190*	*$111,173*	*$137,704*
Atlanta-Sandy Springs-Marietta, GA	8	13	*$77,985*	*$77,351*	*$50,000*	*$89,710*	*$97,067*	6	8	4	4	-	$72,308	*$61,818*	*$6,222*	*$29,679*	*$101,427*	8	13	$156,888	*$143,566*	*$100,870*	*$115,885*	*$158,686*
Boston-Cambridge-Quincy, MA-NH	5	7	*$76,286*	*$76,655*	*$61,880*	*$75,000*	*$90,000*	3	5	2	2	-	$43,990	*$43,988*	*$15,664*	*$42,175*	*$70,700*	5	7	$122,806	*$123,272*	*$99,178*	*$113,906*	*$145,700*
Chicago-Naperville-Joliet, IL-IN-WI	26	58	*$79,340*	*$82,541*	*$71,031*	*$80,000*	*$95,000*	12	50	9	34	*$10,222*	$71,245	*$149,825*	*$21,157*	*$74,807*	*$225,106*	27	72	$146,489	*$220,300*	*$107,546*	*$140,725*	*$310,473*
Cincinnati-Middletown, OH-KY-IN	15	31	*$71,166*	*$68,656*	*$56,006*	*$67,742*	*$80,028*	8	54	8	28	*$18,804*	$75,862	*$105,644*	*$35,134*	*$63,028*	*$139,301*	17	78	$137,483	*$155,905*	*$93,766*	*$121,886*	*$176,577*
Cleveland-Elyria-Mentor, OH	6	49	*$72,952*	*$69,890*	*$47,280*	*$69,132*	*$75,975*	2	134	1	102	-	$50,575	*$47,312*	*$13,157*	*$26,124*	*$107,485*	6	139	$118,900	*$110,261*	*$87,033*	*$100,310*	*$152,283*
Columbus, OH	5	6	$62,504	$61,130	$40,000	$56,840	$82,000	4	4	4	4	-	$166,082	$148,382	$24,239	$94,632	$163,848	7	8	$215,312	$196,523	$67,970	$124,577	$237,979
Dallas-Fort Worth-Arlington, TX	12	20	$91,654	*$88,859*	*$71,250*	*$84,380*	*$98,750*	8	12	5	5	$16,553	$51,323	*$64,187*	*$4,066*	*$24,337*	*$82,845*	12	23	$146,034	*$147,599*	*$97,201*	*$112,184*	*$168,444*
Detroit-Warren-Livonia, MI	11	18	*$72,895*	$82,571	$51,750	$90,000	$110,312	6	11	3	6	-	$56,765	$55,341	$24,390	$39,522	$64,958	11	18	$132,478	$144,284	$97,560	$136,250	$169,240
Green Bay, WI	6	26	*$56,627*	*$55,195*	*$39,939*	*$49,411*	*$57,373*	4	8	1	1	-	$81,141	*$62,771*	*$16,827*	*$65,562*	*$87,789*	6	28	$137,047	*$115,983*	*$61,336*	*$101,869*	*$144,560*
Indianapolis-Carmel, IN	7	10	*$66,582*	*$63,894*	*$50,202*	*$56,237*	*$78,681*	4	11	4	9	-	$102,890	*$124,016*	*$6,121*	*$29,364*	*$179,308*	7	18	$164,904	*$174,756*	*$62,065*	*$92,345*	*$215,986*
Los Angeles-Long Beach-Santa Ana, CA	8	10	*$76,274*	*$78,544*	*$51,250*	*$85,250*	*$101,520*	4	5	0	0		$66,923	*$84,542*	*$30,481*	*$32,475*	*$74,663*	8	11	$139,761	*$156,459*	*$112,855*	*$130,623*	*$131,838*
Madison, WI	6	12	*$72,907*	*$74,469*	*$55,000*	*$78,750*	*$100,004*	3	6	1	3	-	$48,591	*$41,643*	*$4,527*	*$35,753*	*$42,365*	7	13	$112,455	*$111,535*	*$86,254*	*$102,200*	*$136,361*
Milwaukee-Waukesha-West Allis, WI	32	162	*$69,192*	*$63,698*	*$46,513*	*$60,000*	*$80,071*	15	104	11	83	*$12,499*	$79,523	*$78,152*	*$20,775*	*$46,451*	*$110,623*	34	170	$148,877	*$146,024*	*$88,541*	*$118,574*	*$176,973*
Minneapolis-St. Paul-Bloomington, MN-WI	25	70	$76,855	$74,929	$56,233	$70,000	$82,832	13	42	10	29	*$8,583*	$71,621	$72,025	$24,402	$52,185	$88,619	25	70	$151,763	$150,143	$97,246	$133,043	$164,437
Nashville-Davidson-Murfreesboro-Franklin, TN	4	4	-	-	-	-	-	2	4	2	2	-	$110,913	*$126,951*	*$37,868*	*$53,701*	*$79,069*	5	7	$176,678	*$189,424*	*$105,244*	*$126,037*	*$134,078*
New York-Northern New Jersey-Long Island, NY-NJ-PA	5	8	*$74,882*	*$76,283*	*$60,000*	*$73,518*	*$95,000*	3	6	2	2	-	$66,837	*$66,623*	*$34,549*	*$45,889*	*$111,299*	5	8	$142,498	*$144,068*	*$103,469*	*$131,730*	*$183,939*
Oshkosh-Neenah, WI	5	8	*$72,277*	*$71,588*	*$49,250*	*$70,395*	*$96,466*	4	7	2	3	-	$59,524	*$55,709*	*$17,107*	*$48,035*	*$108,138*	5	9	$121,792	*$117,270*	*$101,045*	*$117,091*	*$137,889*
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	5	8	*$73,733*	*$69,950*	*$50,500*	*$61,947*	*$99,999*	3	6	3	5	-	$59,307	*$53,959*	*$18,790*	*$39,791*	*$99,852*	5	9	$125,966	*$117,426*	*$93,945*	*$113,317*	*$128,613*
Phoenix-Mesa-Scottsdale, AZ	5	5	$106,223	$106,223	$66,680	$105,000	$146,378	4	4	3	3	-	$290,413	$290,413	$36,629	$46,549	$704,093	6	6	$389,735	$389,735	$111,125	$194,077	$795,237
St. Cloud, MN	6	17	*$60,538*	*$57,885*	*$42,000*	*$50,583*	*$77,036*	3	14	2	11	-	$55,498	*$53,225*	*$25,901*	*$54,579*	*$66,557*	6	17	$117,112	*$112,789*	*$98,656*	*$104,254*	*$140,877*
St. Louis, MO-IL	5	10	*$66,791*	*$65,312*	*$52,657*	*$60,000*	*$82,653*	3	8	1	1	-	$70,166	*$67,104*	*$37,701*	*$51,599*	*$141,109*	5	10	$140,981	*$135,770*	*$107,936*	*$132,870*	*$199,111*

SAMPLE

Data lines have been completely suppressed when less than 5 organizations reported

Italics - Dominance Diffused

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