2025

National Sales Compensation Survey

Association Name

Website
Phone number

Employer Associations of America
The National Network for Local Workplace Solutions

2025 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

EMPLOYER ASSOCIATIONS of AMERICA™

The National Network for Local Workplace Solutions

NATIONAL SURVEYS PRODUCED BY THE EAA INCLUDE:

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

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Survey Information

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SURVEY INFORMATION

July 1, 2025
Data Effective

November 2025
Data Published

23
Jobs Surveyed

402
Participating Companies

5,964
Employee Rates Reported

The 2025 National Sales Compensation Survey assesses the current market compensation for sales-related roles, aiming to provide accurate information for compensation planning within your organization. This year's report contains salary information from a total of 402 organizations across 1,098 divisions in the United States, representing 5,964 employees. Participants supplied base pay effective July 1, 2025, for each full-time employee matched to a survey job.

Survey and compensation professionals thoroughly reviewed all data received, using statistical data analysis to ensure quality. Participants were contacted to confirm data or resolve any issues that may have arisen. All data was combined and reported in a manner that prevents the organization from identifying it. If any single organization's data represented a predetermined percentage of the responses or greater, a dominance diffusion algorithm was applied to reduce the impact of that organization's data compared to others. This is noted in italics on each page where it has been used.

To ensure confidentiality, data is reported only if there is a minimum of five participating organizations. All data is maintained and reported in accordance with the U.S. Department of Justice and Federal Trade Commission antitrust guidelines.

THANK YOU!

Thank you to all survey participants who submitted data and worked with the host association to ensure correct and complete data. Your participation is vital to maintaining the strength and integrity of the Employer Associations of America surveys.

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Executive Summary

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EXECUTIVE SUMMARY

Sales professionals operate in a unique environment, one where success is measured not only by individual performance but also by the ability to respond to shifting customer expectations, competitive pressures, and economic uncertainty. As organizations continue to navigate change, the demand for agile, high-performing sales talent remains present. However, recruiting and retaining these individuals can be challenging for organizations. Sales roles often come with high turnover rates, burnout risks, and compensation expectations that differ from those in other functions.

Total rewards can play a critical role in addressing these challenges. Beyond base pay, a thoughtfully designed rewards strategy that encompasses incentives, recognition programs, career development opportunities, and well-being support can help organizations stand out in a competitive talent market. When aligned with business goals and sales behaviors, total rewards can help to drive performance, foster loyalty, and create a culture where sales professionals feel both motivated and supported.

This survey provides valuable insights into how organizations are structuring compensation and rewards to meet the evolving needs of their sales teams.

Incentivize Sales Employees

Sales professionals play a vital role in driving revenue growth and expanding an organization's customer base. Implementing incentive plans that motivate, engage, and reward performance can be highly effective. Understanding the primary incentive structures—such as commissions and bonuses—can be vital in crafting plans that drive both individual and organizational success. Sixty-six percent of organizations have a structured incentive program in addition to their standard compensation for sales individuals.

Commission-based plans offer sales representatives a fixed amount per item or product sold, providing a direct correlation between effort and earnings. This design enables immediate rewards and can encourage ongoing productivity, particularly in roles with high sales volumes or frequent transactions. This year:

30% ***OFFER COMMISSION FOR SALES MANAGEMENT***

54% ***OFFER COMMISSION FOR SALES REPRESENTATIVES***

In contrast, a bonus-based plan rewards sales professionals based on the achievement of defined goals, such as meeting a sales quota over a specified period. Bonuses can help recognize broader performance metrics, such as customer satisfaction or total revenue over a quarter or a year. This year:

70% ***OFFER BONUSES FOR SALES MANAGEMENT***

46% ***OFFER COMMISSION FOR SALES REPRESENTATIVES***

By understanding the nuances of commission and bonus plans, organizations can design sales incentive programs that attract high-performing sales professionals and help retain them in a competitive marketplace.

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How Often Sales Incentives Are Paid

The timing of commission, bonus, and incentive payments is one of the many components of a sales compensation strategy. Payment frequency can have a direct impact on motivation, cash flow, and retention for sales professionals. Frequent payouts, such as monthly commissions, may reinforce a strong link between effort and reward, keeping employees engaged and focused on short-term goals. Conversely, annual or quarterly payments could encourage longer-term strategic selling but can risk disengagement if employees feel disconnected from their earnings. This year:

- Commission is most commonly paid monthly (47%), followed by quarterly (37%), with only 14% paying annually. This suggests that organizations tie their commissions to ongoing performance to provide regular reinforcement.
- Bonuses, on the other hand, the majority are paid annually (65%), with 30% opting for quarterly payouts. Monthly bonus payments are rare (9%), indicating that bonuses are typically linked to broader performance metrics or year-end results.
- Incentives demonstrate a more varied approach: while 33% are paid annually, 19% quarterly, and 39% on an ad-hoc basis, reflecting the flexible nature of incentive programs tied to special projects or short-term goals.

Ultimately, the cadence of payments is not just an administrative detail; it is a strategic lever that can help shape performance and retention.