

SALARY GUIDE

Sales



2020



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Market Trends

Sales recruitment continued to thrive in 2019, creating a positive outlook for 2020. Sales salaries will remain high in 2020 as candidates understand their market value and have numerous opportunities to choose from at any one time.

Across the country, we have experienced an increase in demand for account managers and experienced field sales managers in all industries. We also continue to see a high demand for multilingual roles in the tech space, especially for the German, Dutch and Nordic markets. Salaries for these positions tend to be more flexible due to the extensive demand for these skills.

In 2019, many companies relocated their EMEA sales divisions to Dublin, where they are expanding their teams at a fast pace. The buoyancy of the market has created a challenge for employers, with the pool of available talent being shallower this year. The majority of sales candidates are passive and selective with their applications, only engaging with an offer that meets their demands. However, candidates are weighing up culture and packages in equal measure, leading to greater retention rates for employers who can attract candidates that are the right fit.

We are confident that the sales industry will continue to flourish in 2020, as more companies have identified Ireland as their EMEA HQ. This will bring opportunities for professionals looking to gain experience with international brands, but challenges for employers who must compete for this talent. Combating attrition and multiple offers for active candidates will remain the foremost challenge for companies.

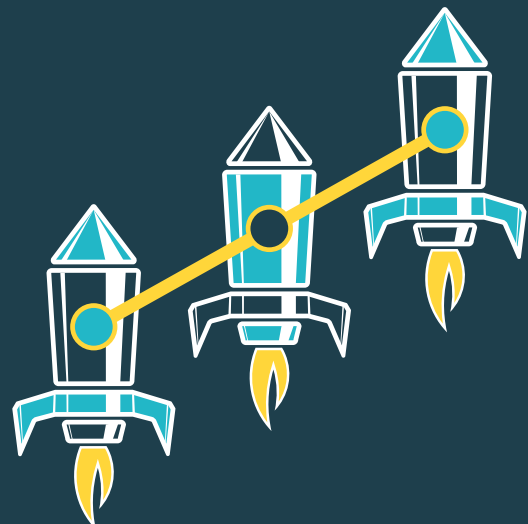
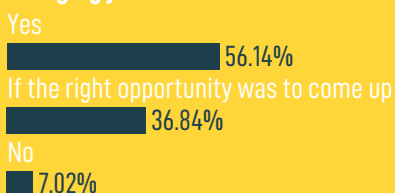
Most in Demand Sales Areas

- Inside Sales/Telesales – all verticals
- SaaS Sales – all levels
- Team Leads and Sales Managers – multiple sectors
- Food Service Sales – junior to mid-level
- Sales Engineers – mid to senior-level
- Property Sales – junior to mid-level
- FMCG Territory Sales – junior to mid-level

How to Attract Top Talent?

- Competitive base and bonus
- Flexibility and work from home options
- Pension and healthcare
- Well-facilitated offices and work environments – canteens, breakout rooms, healthy snacks, social calendars
- Wellbeing programmes
- Diverse and inclusive culture/brand

Do you plan on changing job in 2020?



PERMANENT	Dublin €k P/A		ROI €k P/A	
	Low	High	Low	High
General Sales				
Commercial Director	95	150	80	140
Sales Director	80	120	70	120
Sales Manager	60	90	55	80
Business Development Director	80	120	75	110
Business Development Manager	55	90	50	80
Business Development Executive	35	60	28	55
Corporate Account Manager	45	65	35	60
Account Manager	30	45	28	42
Sales Executive	30	40	28	35
Telesales Executive	22	35	22	32
IT Sales				
Sales Director	80	120	70	120
Client Delivery Director	80	120	70	110
Inside Sales Manager	55	80	50	70
Inside Sales Manager & Language	60	80	50	75
Channel Sales Manager	45	70	40	70
Senior Account Manager	50	65	45	55
Account Executive	35	50	35	50
Solution Sales Executive	45	65	40	65
Pre-Sales Consultants	60	110	50	90
Sales Team Leader	40	50	32	45
Sales Coach	45	65	35	50
Inside Sales Executive	30	45	25	40
Inside Sales Executive & Language	32	50	28	45
Lead Generation Executive	25	35	20	30
Contact Centre				
Contact Centre Manager	45	80	40	60
Sales Operations Manager	55	80	45	60
Retention Sales Executive	25	30	23	28
Inbound Sales Executive	23	28	22	28
Outbound Sales Executive	26	35	25	35
Team Leader	35	45	28	35
Trainer	40	50	30	45
Telecom Sales				
Field Sales Manager	55	75	50	70
Telesales Manager	50	65	45	65
Sales Team Leader	35	50	35	45
National Account Manager	60	90	60	80
Corporate Account Manager	45	70	45	60
Product Sales Specialist	60	80	55	75
Field Sales Representative	35	50	30	45
Sales Representative	30	42	25	40
Sales Executive	28	40	25	40
Telemarketing Executive	25	32	23	28
ICT Sales Specialist	45	70	38	62
FMCG Sales				
Country Manager	80	125	80	120
National Sales Manager	70	110	70	100
National Account Manager	55	90	50	70
Key Account Manager	40	70	40	70
Field Sales Representative	32	45	28	42
Area Sales Manager	50	65	40	60
Merchandisers	23	30	20	36
Van Sales	24	30	20	30

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PERMANENT	Dublin €k P/A		ROI €k P/A	
	Low	High	Low	High
Technical/Service Sales				
Senior Business Developer	60	80	50	70
Technical Sales Rep	35	60	30	50
Technical Sales Manager	50	80	50	80
Professional Service Sales	35	60	32	50
Sales Engineer	50	75	50	70
Residential Sales	22	28	20	25
Property Sales	25	35	20	30
Construction Sales	40	65	35	55
Medical/Pharma Sales				
Country Manager	115	150	90	130
Sales Director	85	120	75	110
Sales Manager	65	85	55	75
Product Manager	45	80	40	55
Territory Manager	45	55	40	50
Sales Rep	30	45	28	40

Note: All sales salaries are basic and exclude commission, benefits and bonus payments.

Client Feedback

Ritchie led from the front on the entire process, keeping me informed on roles that may have been suitable. Through his knowledge of both the marketplace and my skill set, he found me a career-defining role with an incredibly prestigious organisation. He acted as a trainer, mentor and coach, and his expertise and patience made all the difference. I am delighted to recommend his skill, dedication, professionalism and passion to any organisation or professional.

Gary M

Business Development Manager at Accounting Technicians Ireland

