

# Business Development Representative Compensation Guide

## What makes a good Business Development Representative?

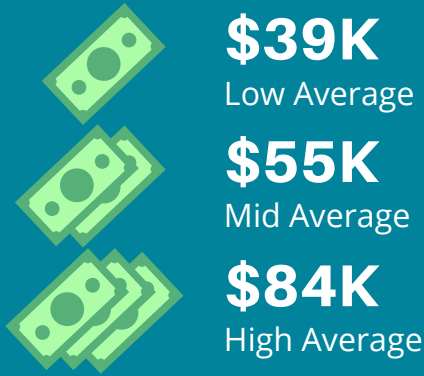
A good Business Development Representative will use the resources around them and work with marketing to develop their outreach and messaging. Understanding buyer intent data, different channels, copywriting, video creation, digital marketing, and event marketing all helps a BDR reach customers and get their message seen.

**Business Development Representatives** help companies seeking to boost their growth and sales by conducting market research, developing business strategies, building client relationships, and identifying new business opportunities. They strive to attract new clients and build solid relationships while maintaining existing relationships.



## U.S. Average

The total average of low, mid, and high salaries for a Business Development Representative in the U.S.



## SALARY RANGES BY SOURCE

<b>INDEED</b>	\$32K	\$57K	\$103K
<b>GLASSDOOR</b>	\$37K	\$54K	\$78K
<b>PAYSCALE</b>	\$38K	\$50K	\$74K
<b>SALARY.COM</b>	\$49K	\$64K	\$83K
<b>AMPLIFY</b>	\$40K	\$50K	\$80K

## SALARY RANGES AND AVERAGES BY LOCATION

<b>NEW YORK, NY</b>	\$57K	<b>Average</b> \$64K	\$75K
<b>HOUSTON, TX</b>	\$58K	<b>Average</b> \$62K	\$66K
<b>ATLANTA, GA</b>	\$47K	<b>Average</b> \$55K	\$63K
<b>INDIANAPOLIS, IN</b>	\$50K	<b>Average</b> \$56K	\$62K
<b>LOS ANGELES, CA</b>	\$50K	<b>Average</b> \$60K	\$72K

## Salary Mix

The right salary mix motivates teams for mutual success and higher profits.

**Bonus payments are typically**

**40-50%**

of an individual's salary



Keep these in mind while establishing bonus structures:

- Reward employees based on **key business drivers** aligned with revenue goals
- **Don't cap their commission**
- Create commission plans with **graduated commission rate levels** to support exceeding goals
- Consider **paying more for new clients** vs. adding business to existing clients

