

Sales Coordinator Compensation Guide

What makes a good Sales Coordinator?

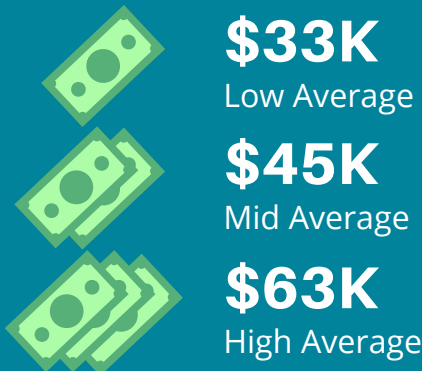
A good Sales Coordinator has impressive leadership abilities to motivate and guide their sales team members to exceed sales quotas and contribute valuable work. They use their communication and interpersonal skills to listen to and resolve the needs of their employees.

Sales Coordinators manage sales teams and facilitate communication between sales representatives. They are in charge of achieving sales goals and maintaining positive customer relations. Sales Coordinators need to be friendly and highly organized in order to complete administrative tasks such as managing schedules and ensuring customer satisfaction.

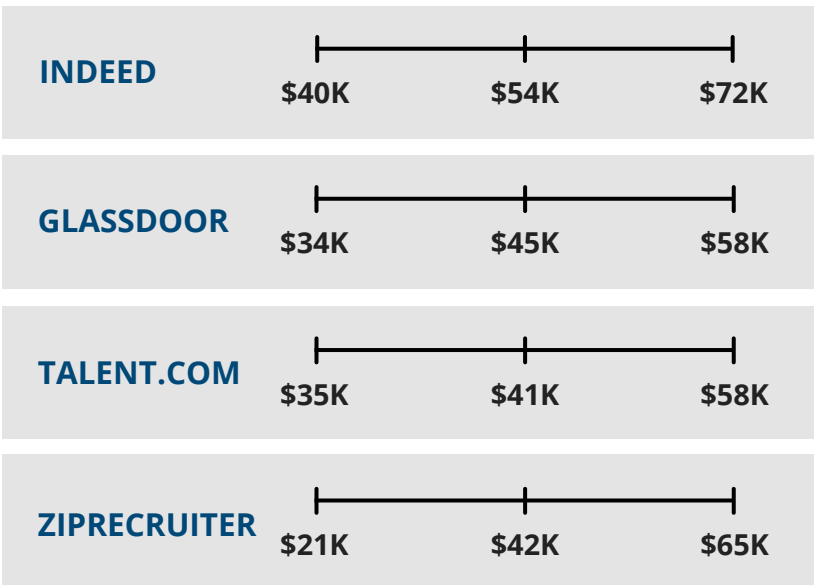


U.S. Average

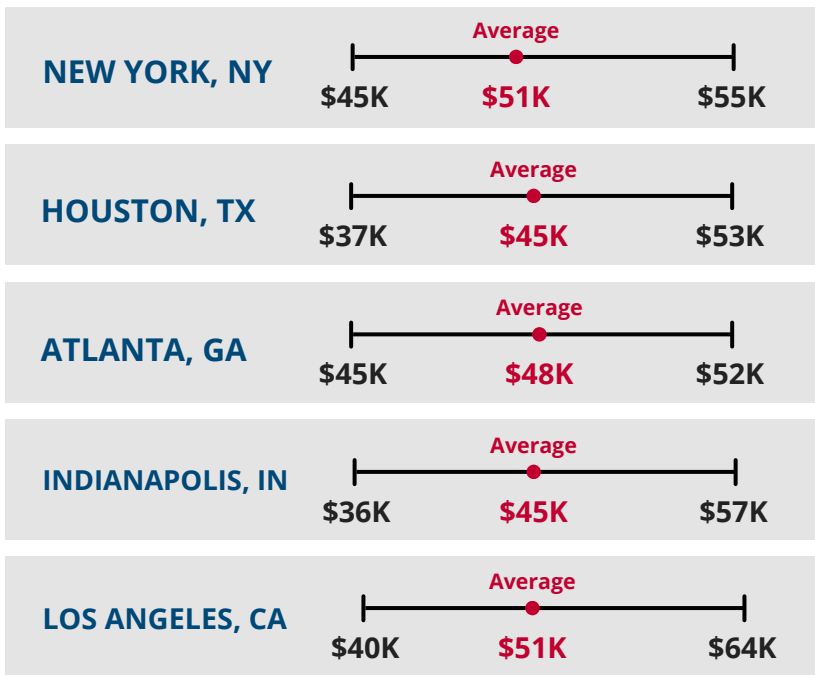
The total average of low, mid, and high salaries for a Sales Coordinator in the U.S.



SALARY RANGES BY SOURCE



SALARY RANGES AND AVERAGES BY LOCATION



Salary Mix

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

Bonus payments are typically

10-20%

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

