

# Sales Manager Compensation Guide

## What makes a good Sales Manager?

A good Sales Manager will be empathic toward the customer's needs and concerns. They will have deep knowledge and enthusiasm for the company's products or service. They also possess the ability to think quickly to provide creative solutions.

**Sales Managers** set clear priorities and goals, eliminating demands that don't help drive revenue and enabling their teams to make the most of their time by focusing on activities that are aligned with important goals.



## U.S. Average

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



**\$42K**

Low Average

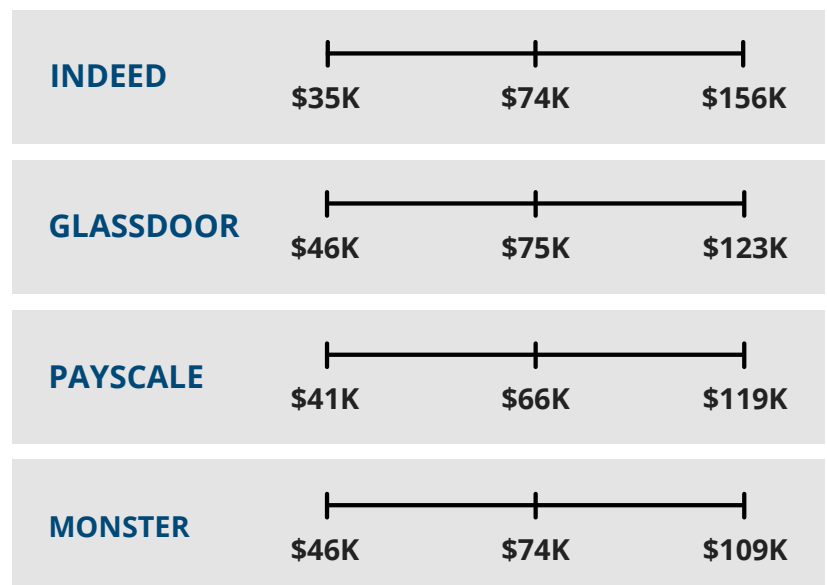
**\$72K**

Mid Average

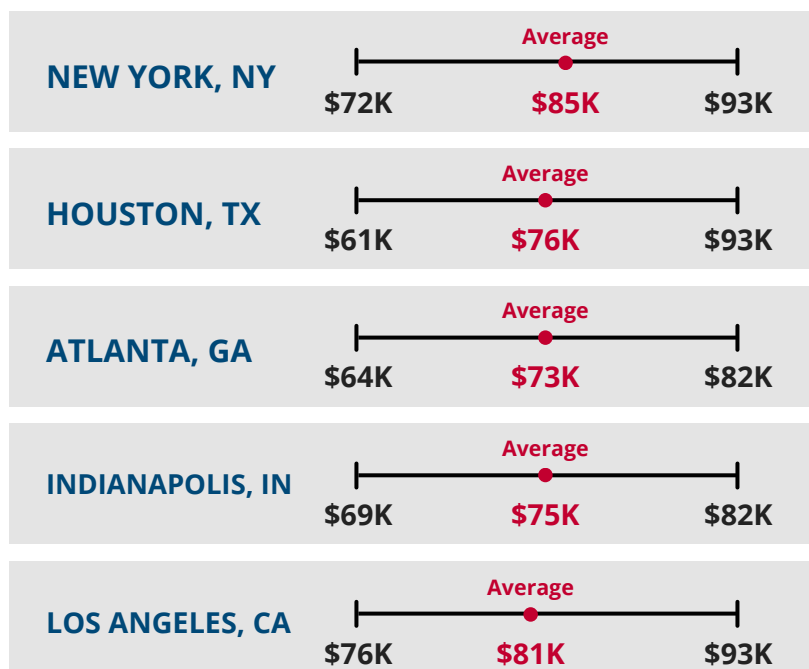
**\$127K**

High Average

## 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**

**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

