

Vice President of Sales Compensation Guide

What makes a good Vice President of Sales?

A good Vice President of Sales has the ability to conduct research, analyze data and make data-informed decisions. They have experience managing, training and scaling sales teams all while having an understanding of talent acquisition best practices.

The **Vice President of Sales** is a senior executive who is responsible for leading a company's sales team and developing sales strategies to drive revenue growth. The VP of Sales's primary role is to develop and implement a comprehensive sales strategy that aligns with the company's overall business objectives.



U.S. Average

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



\$92K

Low Average

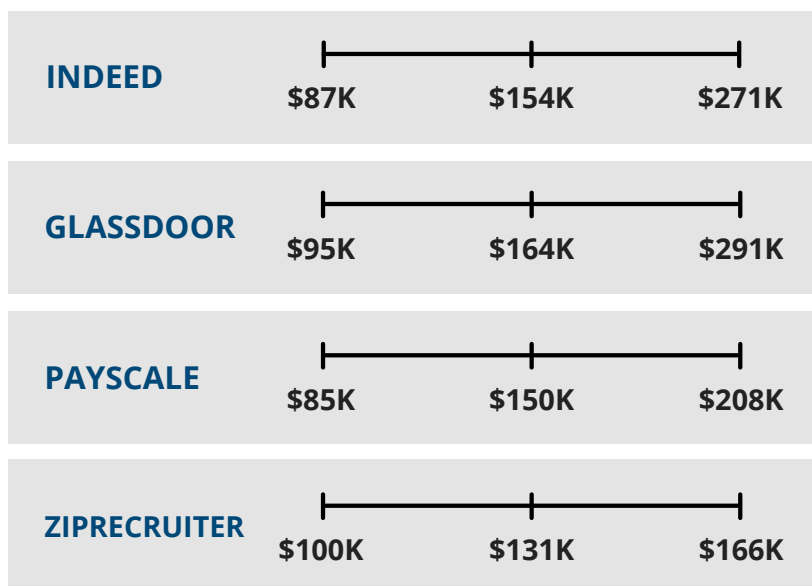
\$150K

Mid Average

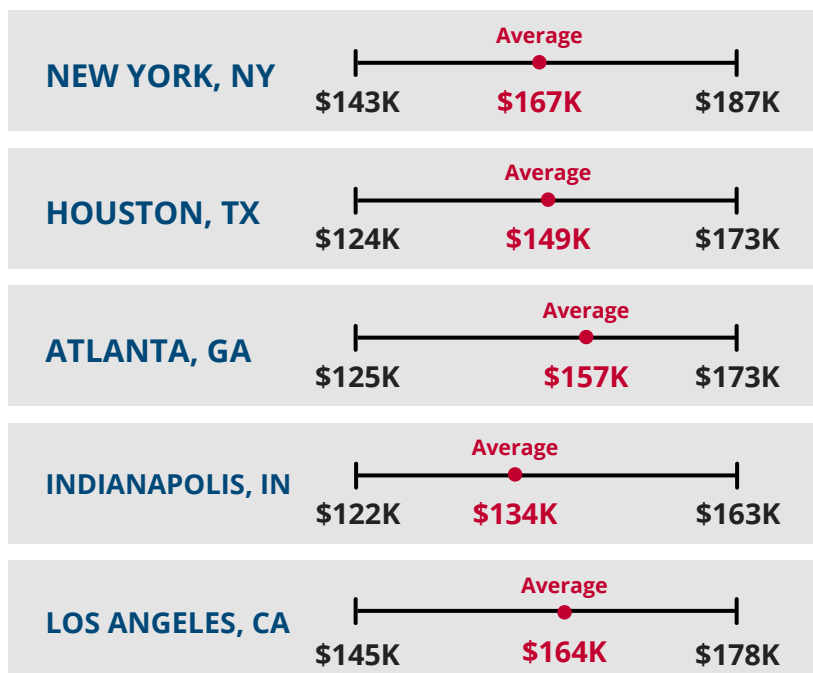
\$234K

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

30–50%
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

