

Sales

Opinions you can count on.
Information you can trust.

Sales

Improved business conditions over the last 12 months have strengthened the employment market for sales professionals this year.

Many companies are expanding in an effort to increase their market share and build their revenue, which is driving increased demand for high performing sales professionals.

Strongest demand is being seen for National Account Managers with experience in the grocery area, who are required to explore new opportunities for business development as consumer demand in the market increases. Other highly sought after professionals include Business Developers in the financial services and business services sectors. These professionals are required to deliver integrated

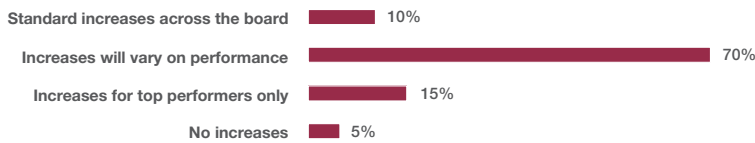
product solutions as companies look to increase their market share and improve company performance. Demand is also high for technical sales specialists with product experience in the mining and resources sector, following the high levels of economic growth in Western Australia and Queensland.

With the demand for skills exceeding the available number of sales professionals, employers will be increasing salaries to attract and retain staff. Average increases of 3-4% will be awarded to retain top performers, as well as bonuses based heavily on personal performance. For highly sought after professionals with sales experience in the FMCG, B2B and financial services

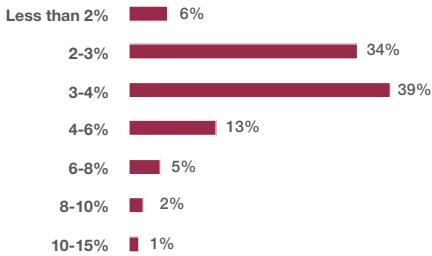
sectors, bonuses will also be incorporated in remuneration packages to attract staff. To retain existing staff with skills in these areas, above average increases of up to 10% can be expected. Higher salary increases will also be awarded to attract professionals in National Account Management and Technical Sales roles within the mining and engineering sectors.

Hiring activity in the sales sector is expected to continue at a steady pace over the next 12 months, as employers expand their revenue generating capacities. With local skills shortages emerging, more employers will be looking to overseas markets to recruit specialist sales professionals.

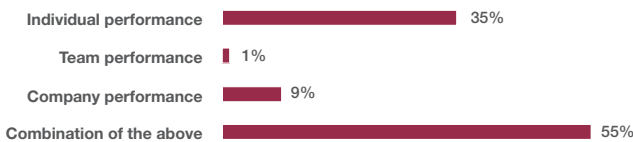
Salary increases over the next 12 months



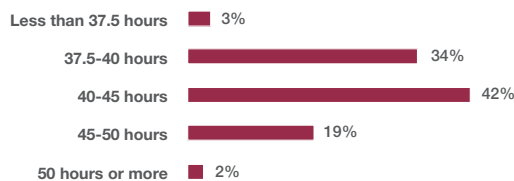
Average percentage salary increases



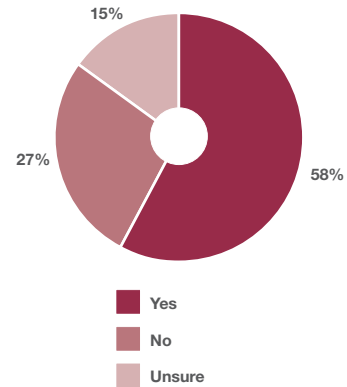
Basis for bonuses over the next 12 months



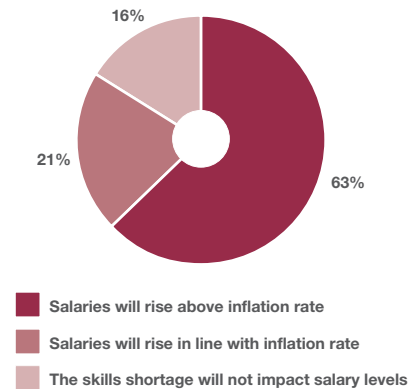
Average weekly working hours



Professional skills shortage in the next 12 months



Skills shortage placing upwards pressure on salaries



Sales

CONSUMER GOODS

State	NSW				VIC			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Category Executive/Analyst	70-80	90-100	75-85	95-105	70-80	90-100	75-85	95-105
Category Manager	100-110	120-130	100-120	125-135	100-110	120-130	100-120	125-135
Territory Manager/Sales Representative	50-60	80-90	55-70	85-95	50-60	80-90	55-70	85-95
National Account Executive	70-85	100-110	75-90	105-115	70-85	100-110	75-90	105-115
Key Account Manager	75-100	105-130	85-105	110-135	75-100	105-130	85-105	110-135
National Account Manager (4 Years)	100-130	130-160	110-155	135-165	100-130	130-160	110-155	135-165
State Manager (7 Years)	115-140	150-180	130-160	160-190	115-140	150-180	130-160	160-190
National Business Manager	130-150	180-200	160-200	210-230	130-150	180-200	160-200	210-230
National Sales Manager	150-180	210-240	180-220	250-280	150-180	210-240	180-220	250-280
Head of Category	130-150	180-200	160-200	210-230	130-150	180-200	160-200	210-230
Sales Director	200+	300-350	250+	400-500	180+	300-350	168-250+	400-500

State	QLD				WA			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Category Executive/Analyst	65-75	90-100	75-85	95-105	53-58	90-100	58-68	95-105
Category Manager	90-100	120-130	100-120	125-135	75-105	120-130	85-116	125-135
Territory Manager/Sales Representative	50-60	80-90	55-70	85-95	55-65	80-90	60-70	85-95
National Account Executive	70-85	100-110	70-85	105-115	N/A	100-110	N/A	105-115
Key Account Manager	75-95	105-130	85-100	110-135	71-95	105-130	82-95	110-135
National Account Manager (4 Years)	95-125	130-160	100-140	135-165	87-126	130-160	105-137	135-165
State Manager (7 Years)	110-130	150-180	125-150	160-190	114-120	150-180	120-130	160-190
National Business Manager	120-140	180-200	150-190	210-230	N/A	180-200	N/A	210-230
National Sales Manager	140-170	210-240	170-200	250-280	137-168	210-240	147-189	250-280
Head of Category	120-140	180-200	150-180	210-230	N/A	180-200	N/A	210-230
Sales Director	170+	300-350	173-200+	400-500	168+	300-350	210-315	400-500

B2B, INDUSTRIAL & TECHNICAL

State	NSW				VIC			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Internal Sales Representative	53-58	62-65	50-55	60-65	53-58	62-65	53-63	60-65
Sales Representative	58-74	90-100	63-79	95-105	63-74	90-100	63-79	95-105
Account Manager	60-70	100-110	70-80	105-115	79-89	100-110	79-89	105-115
Business Development Manager	80-100	140-160	110-142	150-180	89-105	140-160	100-121	150-180
Channel Manager	70-80	110-120	100-110	130-140	84-89	110-120	89-100	130-140
State Manager	85-95	125-140	120-152	170-200	89-110	125-140	121-131	170-200
National Sales Manager	100-120	140-160	150-220	220-290	110-131	140-160	142-158	220-290

Please note:

1. OTE (On Target Earnings) refers to the expected earning capacity of the employees, based upon achievement of KPIs. This includes base salary, superannuation, car and bonus/incentive schemes. 2. Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million. 3. Market rates are becoming much less uniform. While we have taken great care, these salary ranges can only be approximate guides, as there are often specific circumstances relating to individual companies. Please call us for additional information. 4. Roles marked N/A in this report are not commonly found in the area specified.

Sales

B2B, INDUSTRIAL & TECHNICAL

State	QLD				WA			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Internal Sales Representative	53-58	62-65	53-63	60-65	49-55	62-65	54-65	60-65
Sales Representative	63-74	90-100	63-79	95-105	59-74	90-100	71-89	95-105
Account Manager	79-89	100-110	79-89	105-115	71-95	100-110	82-95	105-115
Business Development Manager	89-105	140-160	100-121	150-180	87-116	140-160	103-137	150-180
Channel Manager	84-89	110-120	89-100	130-140	84-95	110-120	103-105	130-140
State Manager	89-110	125-140	121-131	170-200	105-137	125-140	116-158	170-200
National Sales Manager	110-131	140-160	142-158	220-290	105-158	140-160	158-210	220-290

MEDIA & ENTERTAINMENT

State	NSW				VIC			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Sales Analyst	53-63	60-70	53-63	60-70	53-63	60-70	53-63	60-70
Sales Executive	53-63	80-90	53-63	80-90	42-53	80-90	53-63	80-90
Account Manager	65-85	100-120	80-110	115-145	53-63	100-120	63-74	115-145
Business Development Executive	53-74	80-95	63-79	90-100	53-63	80-95	63-79	90-100
Business Development Manager	74-84	100-110	84-105	110-130	63-74	100-110	79-89	110-130
National Key Account Manager	95-105	130-140	105-121	140-155	84-95	130-140	84-100	140-155
State Sales Manager	89-110	130-150	100-125	145-165	89-100	130-150	95-120	145-165
National Sales Manager	110-163	155-230	163-194	200-260	116-158	155-230	126-184	200-260
Sales Director	168-189	240-265	221-252	300-400	131-152	240-265	142+	300-400

State	QLD				WA			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Sales Analyst	42-53	60-70	53-58	60-70	47-58	60-70	53-63	60-70
Sales Executive	37-47	80-90	47-53	80-90	54-61	80-90	60-68	80-90
Account Manager	47-53	100-120	58-63	115-145	65-80	100-120	71-95	115-145
Business Development Executive	53-58	80-95	58-63	90-100	65-74	80-95	71-82	90-100
Business Development Manager	58-63	100-110	68-79	110-130	76-84	100-110	87-116	110-130
National Key Account Manager	74-84	130-140	79-89	140-155	93-100	130-140	103-116	140-155
State Sales Manager	79-89	130-150	83-100	145-165	84-105	130-150	89-105	145-165
National Sales Manager	100-116	155-230	116-131	200-260	105-147	155-230	137-168	200-260
Sales Director	121+	240-265	131+	300-400	168-189	240-265	210-242	300-400

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FINANCIAL SERVICES

State	NSW				VIC			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Financial Planner	60-75	120-140	70-100	130-150	60-75	120-140	70-100	130-150
Mortgage Lender	65-80	130-150	80-110	140-170	65-80	130-150	80-110	140-170
Business Development Manager	80-110	140-170	90-120	150-200	80-110	140-170	90-120	150-200
National Sales Manager	130-160	170-250	150-190	220-300	130-160	170-250	150-190	220-300
Head of Distribution	130-160	170-250	150-190	220-300	130-160	170-250	150-190	220-300

State	QLD				WA			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Financial Planner	60-75	120-140	70-95	125-145	60-75	120-140	70-95	125-145
Mortgage Lender	60-80	115-145	75-100	135-155	60-80	115-145	75-100	135-155
Business Development Manager	80-110	130-160	90-120	150-190	80-110	130-160	90-120	150-190
National Sales Manager	120-150	160-240	140-180	200-280	120-150	160-240	140-180	200-280
Head of Distribution	127-150	160-240	140-180	200-280	127-150	160-240	140-180	200-280

HEALTHCARE

State	NSW				VIC			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
GP Sales Representative	53-63	85-95	53-68	90-100	53-63	85-95	53-68	90-100
Hospital Specialist Representative	63-79	105-125	68-95	100-120	63-79	105-125	68-95	100-120
Territory Manager/Sales Representative	53-74	105-125	63-84	100-120	53-74	105-125	63-84	100-120
Product Specialist	58-84	115-135	68-105	110-130	58-84	115-135	68-105	110-130
Clinical Specialist	58-79	85-95	68-95	80-90	58-79	85-95	68-95	80-90
Regional Manager	84-105	125-150	95-116	120-145	84-105	125-150	95-116	120-145
State Manager	105-137	160-190	116-158	150-180	105-137	160-190	116-158	150-180
National Sales Manager	131-173	200-250	158-210	200-240	131-173	200-250	158-210	200-240
Sales Director	173+	300-400	210+	250-300	173+	300-400	210+	250-300

State	QLD				WA			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
GP Sales Representative	52-62	85-95	52-67	90-100	55-62	85-95	60-67	90-100
Hospital Specialist Representative	62-77	105-125	67-93	100-120	70-82	105-125	76-93	100-120
Territory Manager/Sales Representative	52-73	105-125	62-82	100-120	52-73	105-125	62-82	100-120
Product Specialist	57-82	115-135	67-103	110-130	65-82	115-135	70-103	110-130
Clinical Specialist	57-77	85-95	67-93	80-90	65-77	85-95	70-93	80-90
Regional Manager	82-103	125-150	93-114	120-145	92-105	125-150	98-119	120-145
State Manager	103-134	160-190	114-155	150-180	109-134	160-190	119-155	150-180
National Sales Manager	128-170	200-250	155-206	200-240	128-170	200-250	155-206	200-240
Sales Director	170+	300-400	206+	250-300	170+	300-400	206+	250-300

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Sales

IT&T

State	NSW				VIC			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Sales Executive/Account Manager	63-75	90-110	74-84	100-110	55-64	90-110	60-82	100-110
Pre Sales	94-107	120-140	110-121	130-150	74-100	120-140	100-121	130-150
Senior Account Manager (5 Years)	89-110	125-150	100-121	140-170	79-110	125-150	85-110	140-170
Channel Manager	95-105	135-155	105-121	140-160	89-100	135-155	95-130	140-160
Technical Sales Manager	89-100	125-150	100-121	140-160	84-95	125-150	95-116	140-160
Business Development Manager	95-121	140-160	99-142	150-180	90-120	140-160	99-131	150-180
National Sales Manager	132-165	200-250	144-184	220-270	130-160	200-250	155-173	220-270
Sales Director	158-200	300-350	175-250	350-500	150-200	300-350	173-250	350-500

State	QLD				WA			
Size of Company	Sml/Med		Large		Sml/Med		Large	
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Sales Executive/Account Manager	53-58	90-110	57-79	100-110	60-68	90-110	71-79	100-110
Pre Sales	74-100	120-140	100-121	130-150	84-105	120-140	95-116	130-150
Senior Account Manager (5 Years)	79-100	125-150	82-110	140-170	89-105	125-150	98-116	140-170
Channel Manager	74-95	135-155	79-100	140-160	93-100	135-155	103-116	140-160
Technical Sales Manager	84-95	125-150	95-116	140-160	93-105	125-150	103-116	140-160
Business Development Manager	79-110	140-160	89-131	150-180	89-116	140-160	98-120	150-180
National Sales Manager	125-142	200-250	131-173	220-270	116-137	200-250	158-179	220-270
Sales Director	140-185	300-350	160-218	350-500	152-173	300-350	194-242	350-500

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