

2018 Salary Survey Sales & Business Development

Sussex & South East Regions

Prepared by Classic Consulting (UK) Ltd
Your Multi Award Winning Recruitment Specialists





Hello and Welcome!

Given the climate of change in 2018, our comprehensive analysis of the **Sales Sector** may prove invaluable to both experienced and aspiring professionals working within the South East and Sussex today.

This specialist Salary Survey presents a crucial view of what organisations perceive to be their current employment challenges, plans for the year ahead and the types of skills in high demand.

We trust you will find the information within to be both timely and relevant for your workforce planning.

For a confidential discussion on your unique requirements, please contact our friendly and professional team at any time on 01273 607129.

We hope you enjoy!

Denise Buchan

Denise Buchan, MD
Classic Consulting (UK) Ltd



2018 Salary Survey Sales Sector Summary

Sector Summary

Demand for sales professionals in technology in Sussex and The South East has remained robust: salaries were steady throughout 2017, and this looks set to continue into 2018.

Many sales and business leaders are conscious that the upcoming year will be challenging, therefore they are ramping up teams on both new business and account management for growth and retention of existing revenue streams.

Talented individuals who have a stable work history, excellent market knowledge and can demonstrate sales success year on year will continue to be at the top of the candidate shortlist for all employers.

We have also seen an increase in roles having both a UK and European sales focus, those who can speak European languages, mainly French, Spanish and German but also extending to Polish, Arabic and Mandarin.



DID YOU KNOW...

44% of salespeople give up after one follow up, yet 80% of sales require 5 follow ups.

5 TIMES

*HubSpot

63% of people requesting information of your company today **will not purchase for at least 3 months** - and 20% will take more than 12 months to convert.

90 DAYS

*SocialTalent

Sales Recruiting Trends

Overall, 2017 was a strong year for sales candidates across technology, cloud, and information providers. Demand was highest for business development professionals within cloud and SaaS (software as a service) providers. We also registered a need for talent within the data and information space particularly those with subscription based sales experience most in demand.

We have seen an increasing demand for flexible working, particularly for field based sales roles and employers have shown more flexibility on employee's locations for certain sales territories. Business leaders and sales directors are increasingly prepared to offer such flexibility from the outset as this has been seen as positive to prospective employees.

With the current cost of living/housing in the south, particularly Sussex presenting a challenge, more candidates are targeting companies that offer home working or field-based roles.

Also, we have seen more startup businesses using hot-desking space rather than a traditional office and allowing their sales teams to spend more time in the field.

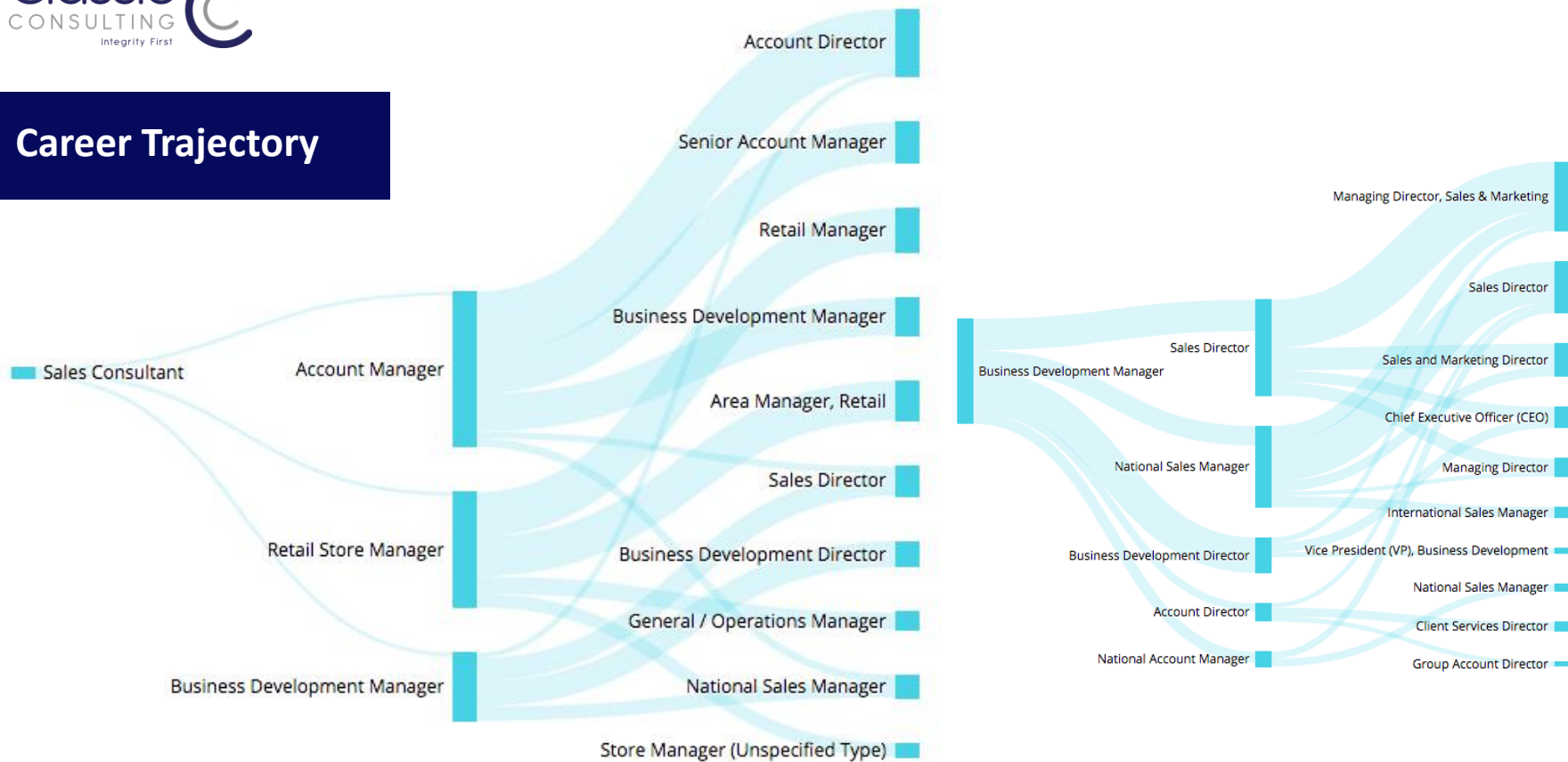
Sales	PERMANENT (£ PER YEAR)		Brighton Average Salary	CONTRACT / TEMPORARY (£ PER DAY)		Brighton Average Daily Rate	Brighton Average Hourly Pay Rate 7.5 Hours
	MIN £	MAX £	£	MIN £	MAX £	£	£
FMCG & RETAIL / CONSUMER							
Sales Director	£ 65,975.00	£ 121,800.00	£ 75,000.00	£ 254	£ 468	£ 288	£ 38
Sales and Marketing Director	£ 65,975.00	£ 121,800.00	£ 80,000.00	£ 254	£ 468	£ 308	£ 41
National Sales Director / Controller	£ 65,975.00	£ 121,800.00	£ 75,000.00	£ 254	£ 468	£ 288	£ 38
Business Development Director	£ 65,975.00	£ 121,800.00	£ 75,000.00	£ 254	£ 468	£ 288	£ 38
Commercial Director	£ 65,975.00	£ 121,800.00	£ 85,000.00	£ 254	£ 468	£ 327	£ 44
National Sales Manager / Head of Sales	£ 45,675.00	£ 81,200.00	£ 50,000.00	£ 176	£ 312	£ 192	£ 26
National Account Manager	£ 40,600.00	£ 71,050.00	£ 48,000.00	£ 156	£ 273	£ 185	£ 25
Area Sales Manager	£ 40,600.00	£ 71,050.00	£ 48,000.00	£ 156	£ 273	£ 185	£ 25
Regional Sales Manager	£ 35,525.00	£ 65,975.00	£ 35,000.00	£ 137	£ 254	£ 135	£ 18
Regional Account Manager	£ 30,450.00	£ 55,825.00	£ 35,000.00	£ 117	£ 215	£ 135	£ 18
Key Account Manager	£ 35,525.00	£ 65,975.00	£ 43,000.00	£ 137	£ 254	£ 165	£ 22
Business Development Manager	£ 30,450.00	£ 71,050.00	£ 45,000.00	£ 117	£ 273	£ 173	£ 23
Technical Sales Manager	£ 35,525.00	£ 65,975.00	£ 43,000.00	£ 137	£ 254	£ 165	£ 22
Partner Sales	£ 40,600.00	£ 71,050.00	£ 45,000.00	£ 156	£ 273	£ 173	£ 23
National Account Executive	£ 30,450.00	£ 40,600.00	£ 90,000.00	£ 117	£ 156	£ 346	£ 46
Field Sales Executive / Consultant	£ 20,300.00	£ 35,525.00	£ 30,000.00	£ 78	£ 137	£ 115	£ 15
Telesales / Internal Sales Executive	£ 18,270.00	£ 30,450.00	£ 19,500.00	£ 70	£ 117	£ 75	£ 10

Sales	PERMANENT (£ PER YEAR)		Brighton Average Salary	CONTRACT / TEMPORARY (£ PER DAY)		Brighton Average Daily Rate	Brighton Average Hourly Pay Rate 7.5 Hours
	MIN £	MAX £	£	MIN £	MAX £	£	£
B2B & BUSINESS SERVICES							
Sales Director	£ 65,975.00	£ 121,800.00	£ 75,000.00	£ 254	£ 468	£ 288	£ 38
Sales and Marketing Director	£ 65,975.00	£ 121,800.00	£ 80,000.00	£ 254	£ 468	£ 308	£ 41
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	MIN £	MAX £	£	MIN £	MAX £	£	£
IT & Technology							
Sales Director	£ 65,975.00	£ 121,800.00	£ 85,000.00	£ 254	£ 468.46	£ 327	£ 44
Sales and Marketing Director	£ 65,975.00	£ 121,800.00	£ 85,000.00	£ 254	£ 468.46	£ 327	£ 44
National Sales Director / Controller	£ 65,975.00	£ 121,800.00	£ 85,000.00	£ 254	£ 468.46	£ 327	£ 44
Business Development Director	£ 65,975.00	£ 121,800.00	£ 85,000.00	£ 254	£ 468.46	£ 327	£ 44
Commercial Director	£ 65,975.00	£ 121,800.00	£ 85,000.00	£ 254	£ 468.46	£ 327	£ 44
National Sales Manager / Head of Sales	£ 45,675.00	£ 81,200.00	£ 51,000.00	£ 176	£ 312.31	£ 196	£ 26
National Account Manager	£ 40,600.00	£ 71,050.00	£ 55,000.00	£ 156	£ 273.27	£ 212	£ 28
Area Sales Manager	£ 40,600.00	£ 71,050.00	£ 55,000.00	£ 156	£ 273.27	£ 212	£ 28
Regional Sales Manager	£ 35,525.00	£ 65,975.00	£ 43,000.00	£ 137	£ 253.75	£ 165	£ 22
Regional Account Manager	£ 30,450.00	£ 55,825.00	£ 35,000.00	£ 117	£ 214.71	£ 135	£ 18
Key Account Manager	£ 35,525.00	£ 65,975.00	£ 40,000.00	£ 137	£ 253.75	£ 154	£ 21
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Field Sales Executive / Consultant	£ 20,300.00	£ 35,525.00	£ 30,000.00	£ 78	£ 136.63	£ 115	£ 15
Telesales / Internal Sales Executive	£ 18,270.00	£ 30,450.00	£ 24,000.00	£ 70	£ 117.12	£ 92	£ 12

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Financial Services							
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Career Trajectory





Career Advancement Opportunities

We found that the most common reasons for looking to find new roles were due to progression potential, new sales challenges, salary and OTE increases.

If your senior sales professionals have put certain sales methodologies into practice with success, they should be given the chance to pass on that knowledge on and take a step up if desired. Another core driver is the need to sell new, innovative technology that captures the target audience attention.

As the sector grows, companies are increasingly promoting internally. And while talent retention should be at the top of every HR agenda, we caution that prospective 'sales star' candidates are given formal leadership training before promotion takes place.

They say candidates don't leave companies, they leave people, and this can be especially true in a high-pressure sales environment. So do be sure to support all internal promotions for the benefit of your sales staff recruiting and retention efforts as a whole.



Data Methodology

About Our Data

The data included in this Salary Survey is intended as a guide only, and can be influenced by many factors unique to your organisation.

As such, the final rates of pay you settle on for your new hires may differ from those outlined in this report.

Data has been compiled using up-to-date information from a variety of sources including placements and job offers

by clients, candidate disclosure of salary information, the collective experience of our specialist consultants and an average of advertised salaries on the leading job boards in the region.

Our summary and recruiting trends reports are based on the survey findings of almost 7,000 employers and employees, from organisations of all sizes, across all sectors.

Thank you.

Classic Consulting (UK) Ltd is one of Sussex's leading recruitment consultancies. We place the market's most highly skilled professionals on a temporary, permanent and interim basis.

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