



nigel wright recruitment salary survey
2009

NIGEL WRIGHT 
RECRUITMENT



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Welcome to the 2009 edition of the Nigel Wright Recruitment Salary Survey. As a company at the core of recruitment across the UK, it is essential that we acknowledge market movements and understand the effects these changes have on employment and the overall business environment. Due to the effect that these fluctuations will ultimately have on any company's recruitment strategy, we see it as essential to provide our clients with the most up-to-date information available.

The information in this survey has been gathered from over 1,000 respondents who completed our online survey, providing a large data-set allowing us to understand in more depth the average salary and the type of benefits people receive within the UK. Other factors covered include the benefits regarded as important in a remuneration package, the reasons why people move jobs internally or externally, as well as the methods utilised to search for a new job. We hope that the results presented will be of interest.

For further information and advice please contact one of our consultants specialising in your specific discipline on 0191 222 0770 or on 0207 405 3921.

IAN SCOTT-BELL

HEAD OF MARKETING AND BUSINESS DEVELOPMENT,
NIGEL WRIGHT RECRUITMENT

ABOUT NIGEL WRIGHT RECRUITMENT

Since its formation in the 1980s, Nigel Wright Recruitment has become a leading name in the recruitment industry across Europe.

We specialise in a range of industry sectors and professionally qualified disciplines and can provide search, selection and database solutions to meet your recruitment needs, nationally and internationally. The teams are able to handle executive and senior management roles, through to junior and entry level for permanent, temporary, interim and contract roles. Nigel Wright Recruitment are structured around four key industry sectors; consumer, industrial and manufacturing, business support and professional services and public and third sector; covering the following disciplines; sales, marketing, operations, finance and accountancy, information technology and human resources.

Nigel Wright Recruitment's specialist consultants are committed to delivering a quality service; most have an industry background and will have experience of dealing with key companies in your sector. This depth of knowledge and expertise ensures that the professional and unique service offered to our clients and candidates is second to none.

CONTACT INFORMATION

For more information on the UK Salary Survey 2009, please contact the Marketing department at Nigel Wright Recruitment on the details below:

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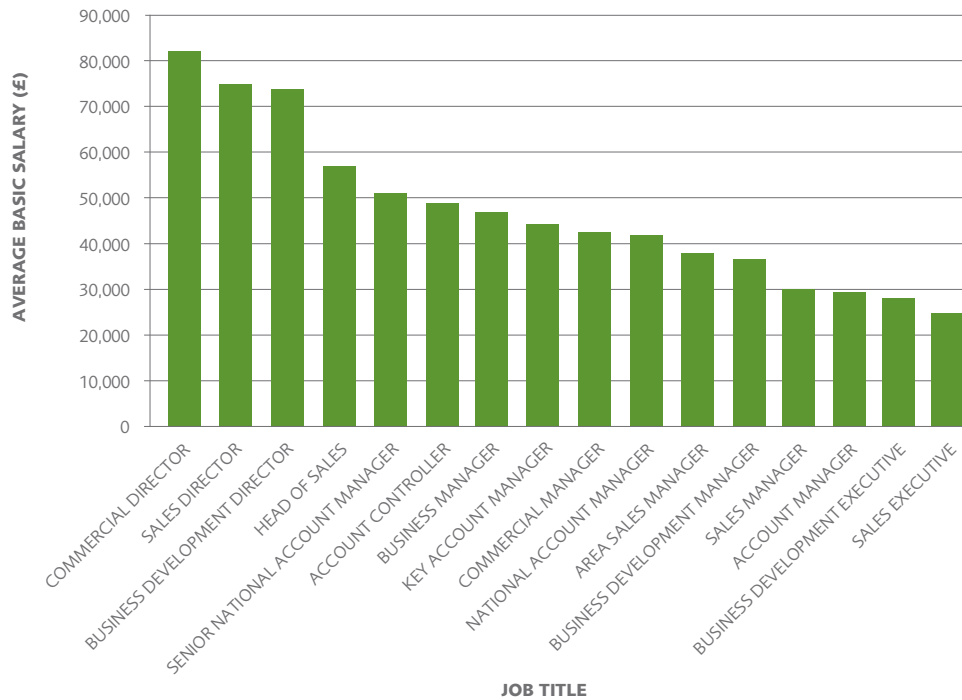
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6.7 graphical analysis – sales



6.7.1 - AVERAGE BASIC SALARY, EXCLUDING BENEFITS OR BONUS, BY JOB TITLE



JOB TITLE	RANGE (£)	AVERAGE BASIC SALARY (£)
COMMERCIAL DIRECTOR	50,000-100,000+	81,666
SALES DIRECTOR	40,000-99,999	74,999
BUSINESS DEVELOPMENT DIRECTOR	50,000-100,000+	72,499
HEAD OF SALES	30,000-79,999	56,999
SENIOR NATIONAL ACCOUNT MANAGER	40,000-69,999	50,554
ACCOUNT CONTROLLER	20,000-69,999	48,332
BUSINESS MANAGER	30,000-69,999	46,665
KEY ACCOUNT MANAGER	40,000-49,999	44,999
COMMERCIAL MANAGER	30,000-59,999	43,332
NATIONAL ACCOUNT MANAGER	20,000-59,999	41,784
AREA SALES MANAGER	20,000-59,999	38,332
BUSINESS DEVELOPMENT MANAGER	20,000-49,999	37,221
SALES MANAGER	14,999-49,999	29,999
ACCOUNT MANAGER	15,000-49,999	29,499
BUSINESS DEVELOPMENT EXECUTIVE	20,000-39,999	28,332
SALES EXECUTIVE	20,000-29,999	24,999

When looking at basic salary, the ranges are quite broad, reflecting the wide range of companies within the UK and therefore it should only be used as a guide.

For further information on your recruitment needs or on a particular role/s within this discipline please contact one of our consultants on 0191 222 0770.



Basic salary, excluding benefits or bonuses

From all the respondents surveyed the average basic salary for respondents within sales was £50,180, with the average daily rate for a non permanent employee being £272.

Within sales, 31% of respondents are moderately satisfied within their current job, with 19% being very satisfied.

Salary increase received and expected at last and next review

From all respondents, 80% of people within sales received between 0-5% increase as part of their last salary review, with just over 83% expecting to receive the same percentage value as part of their next review.

BENEFITS

Within sales, 78% of respondents receive some form of company benefit or bonus as part of their remuneration package. This was the highest value compared to other disciplines within this survey, but it is no surprise due to the nature of this industry. Below provides a more in-depth look at each form of benefit or bonus that respondents receive with this discipline.

Car allowance

Of all respondents surveyed, 86% are entitled to a car allowance or loan within sales. From these respondents, 16% of people receive between £6,000 and £7,999 towards their car allowance or loan, with 16% receiving between £4,000 and £5,999.

Childcare allowance

Out of the 14% of respondents who are entitled to a childcare allowance, just under 41% of respondents receive between £400-£599.

Annual holiday allowance

67% of sales respondents receive between 21-25 days as part of their holiday allowance, followed by just under 24% who are entitled to between 26-30 days.

Healthcare

Just over 73% of the respondents are entitled to healthcare and of these, 70% have cover that includes themselves and family members.

Pension

80% of sales respondents are entitled to join a company pension scheme. Of these, 20% have been members of the scheme between one to two years, and the same percentage for more than five years, closely followed by 19%, up to a year. Of the 80% of respondents, 30% receive between 4-5% from their employer, with just under 20% contributing 6-7%. 38% of respondents are personally contributing between 4-5% towards their pension, followed by 20% contributing 2-3% and 19% contributing between 6-7%.

Importance of benefits

The top three benefits that people within sales felt were most important were personal bonus at 60%, with employer contributory pension at 42% and holiday entitlement, just under 36%. There is no surprise that personal bonus was rated the most important due to the nature of this discipline.

BONUSES

Guaranteed bonus

Just under 8% of respondents surveyed receive a guaranteed bonus within sales. Unfortunately due to insufficient numbers we can't comment on the value of respondents' last and next expected guaranteed bonus.

Company performance related bonus

71% of respondents receive a company performance related bonus. Out of these respondents, 28% received between 0-5% as part of their last company bonus followed by 27% receiving between 6-11%. 37% of respondents were expecting to receive between 0-5% and the same percentage between 6-10% as part of their next company performance. 21% expect to receive a value between 11-20%.

Personal performance related bonus

As part of their remuneration package, 61% of respondents receive a personal performance related bonus. Of these respondents, 34% received between 0-5% as part of their last personal bonus, followed by 31% who received between 6-10%. As part of their next personal bonus, 37% are expecting to receive a value between 0-5%, followed by 23% expecting to receive between 6-10%.

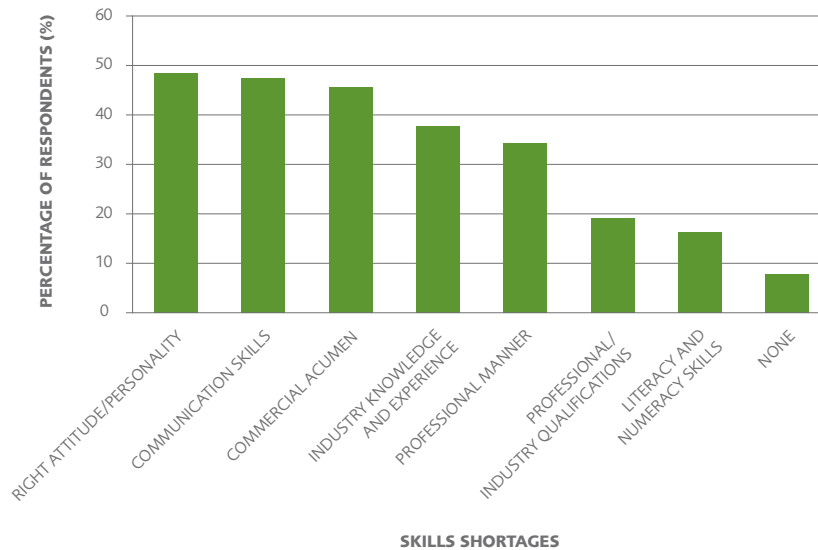


Within sales, the top type of skill perceived to be lacking is the right attitude or personality, just over 48%. Communication skills were second highest, 47%, followed by commercial acumen, just under 47%. Only 8% believed that there are no skill shortage within the sales discipline.

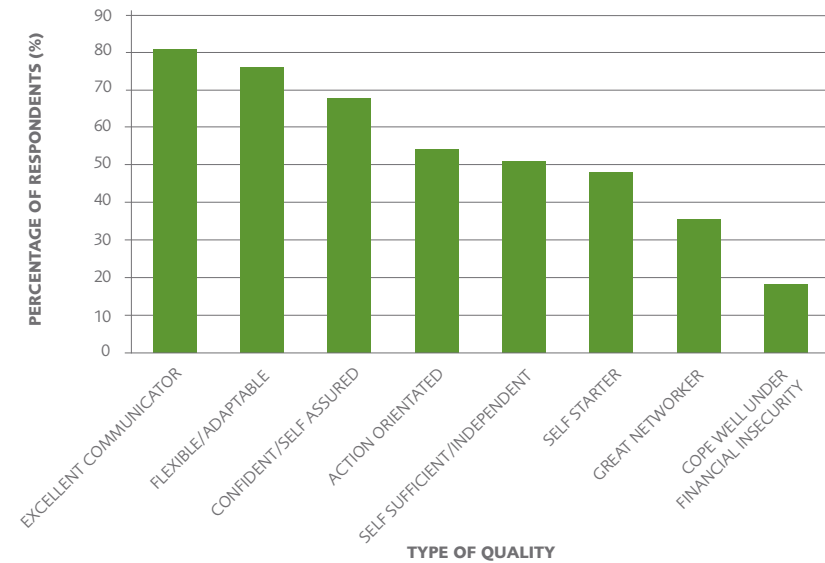
The top quality that people believe is required to be successful within their job is to be an excellent communicator, 80%. This is followed by being flexible or adaptable, just under 76%, and being confident or self assured at 67%. The quality that people believed was least important was to cope well under financial insecurity at 18%.

Base – All respondents within sales and were able to provide multiple answers to 6.72 + 6.73

6.72 - SKILLS SHORTAGES WITH SALES



6.73 - QUALITIES REQUIRED TO BE SUCCESSFUL WITHIN SALES



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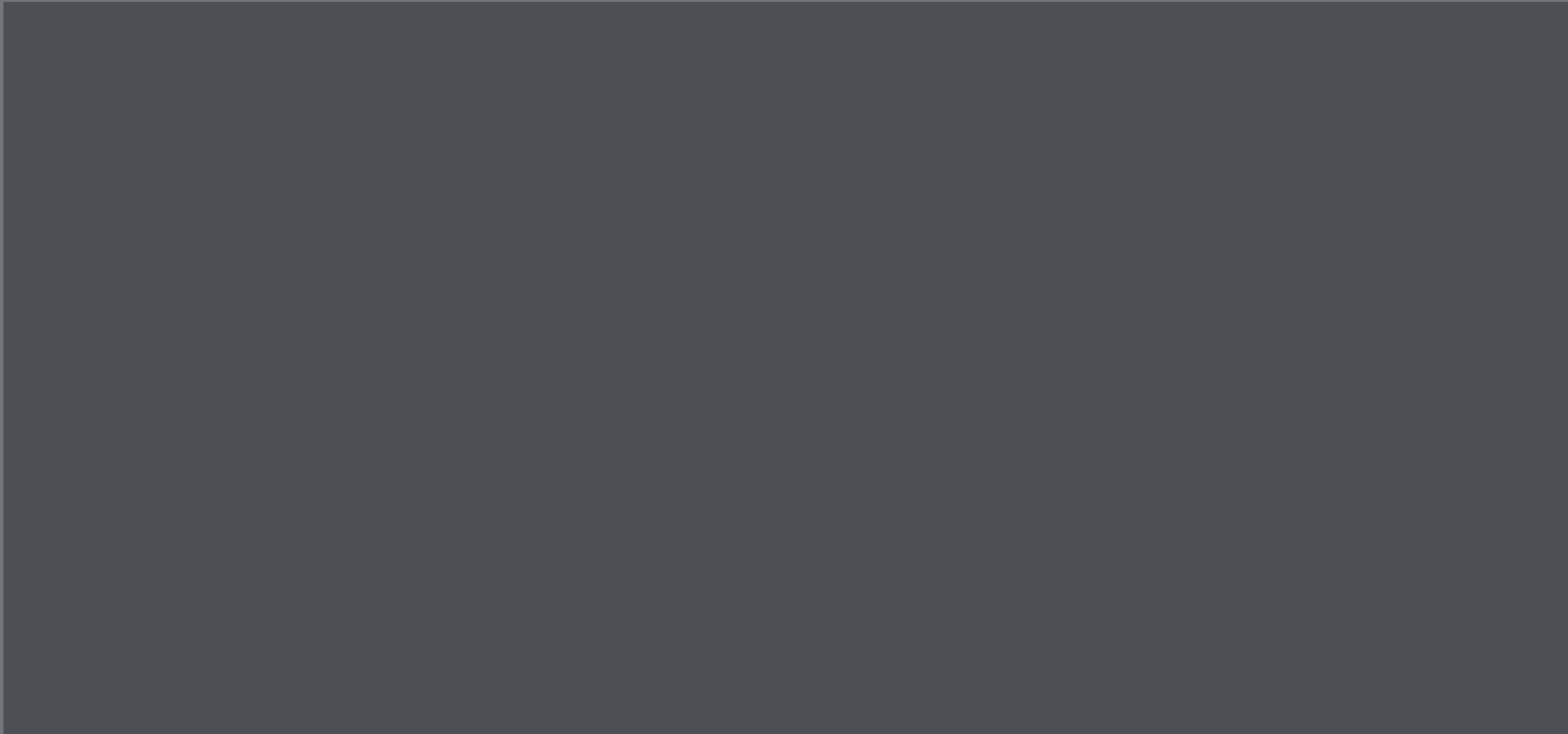
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