

SALARY SURVEY 2015



SALES

Sales recruitment has seen significant changes and developments in the last 12 months. With confidence creeping back into the market, consumer behaviour has had a direct impact on business, most notably within FMCG. In this sector we now have more competition with new arrivals to the market providing consumers with options. More competition increases the demand for experienced sales professionals, with field sales and business development roles in particular.

B2B is another sector with significant growth, cost effective partnerships are the priority for any business and sales professional with the ability to build new relationships. Key skills required for B2B sales include presentations at Head office level and experience with tender processes. With steady growth in FMCG, pharmaceutical and IT related companies in particular, we have seen an emphasis on candidates with excellent backgrounds and the skills necessary to have a direct impact on company revenue. Key requirements for any new position on

offer include strong IT knowledge, online marketing skills/knowledge and most importantly high levels of commercial acumen. A revival of inside sales positions in the market, most notably in IT related companies, has brought a key requirement along with it - multilingual skills. As Dublin is the EMEA HQ for a majority of these companies, the amount of multilingual opportunities in Dublin has almost doubled within 12 months with European languages, particularly German, French and Spanish being the most sought after.

ICT

Job Title	Dublin € Base	Dublin € OTE	Regional € Base	Regional € OTE
Sales Director	85,000 - 160,000	115,000 - 250,000	75,000 - 150,000	100,000 - 200,000
Sales Manager	60,000 - 80,000	80,000 - 110,000	55,000 - 80,000	80,000 - 100,000
Channel Manager	60,000 - 80,000	70,000 - 90,000	55,000 - 70,000	65,000 - 85,000
Business Development Manager	65,000 - 70,000	75,000 - 100,000	50,000 - 65,000	60,000 - 80,000
Key Account Manager	55,000 - 60,000	65,000 - 70,000	50,000 - 60,000	60,000 - 70,000
Technical Sales Executive	40,000 - 50,000	50,000 - 65,000	35,000 - 48,000	45,000 - 60,000
Inside Sales / Telesales Team Leader	38,000 - 45,000	50,000 - 60,000	35,000 - 42,000	40,000 - 55,000
Inside Sales / Telesales Executive	30,000 - 35,000	50,000 - 60,000	28,000 - 35,000	40,000 - 55,000

FMCG

Job Title	Dublin € Base	Dublin € OTE	Regional € Base	Regional € OTE
Sales Director	85,000 - 130,000	110,000 - 160,000	75,000 - 120,000	100,000 - 150,000
Commercial Manager	80,000 - 110,000	90,000 - 125,000	65,000 - 100,000	80,000 - 115,000
Business Unit Manager	75,000 - 90,000	80,000 - 110,000	60,000 - 85,000	70,000 - 100,000
National Sales Manager	65,000 - 80,000	70,000 - 110,000	65,000 - 75,000	70,000 - 100,000
National Account Controller	65,000 - 80,000	70,000 - 100,000	60,000 - 80,000	70,000 - 85,000
National Account Manager	55,000 - 70,000	65,000 - 90,000	50,000 - 70,000	60,000 - 80,000
Area Sales Manager	55,000 - 70,000	55,000 - 85,000	50,000 - 75,000	50,000 - 75,000
Key Account Manager	45,000 - 55,000	55,000 - 70,000	40,000 - 55,000	50,000 - 65,000
Customer Account Manager	40,000 - 50,000	55,000 - 70,000	35,000 - 50,000	55,000 - 65,000
Territory Sales Rep / Account Manager	35,000 - 45,000	40,000 - 55,000	28,000 - 40,000	34,000 - 50,000
Field Sales Rep	30,000 - 40,000	35,000 - 45,000	25,000 - 35,000	30,000 - 40,000
Van Sales Rep	28,000 - 36,000	30,000 - 45,000	23,000 - 32,000	28,000 - 36,000
Merchandiser	22,000 - 28,000	24,000 - 30,000	18,000 - 24,000	20,000 - 26,000

With new job creation, we have also seen a steady rise in salary levels (5 to 10% increase on basic salaries in general) with benefits on offer now an important aspect of attracting new candidates. Competition in the interview process has certainly increased with candidates now returning to sectors that saw high redundancy levels in recent years. As confidence soars in the market, the sales industry in general is looking healthy for 2015 with growth in all sectors expected.

“REVIVAL OF INSIDE SALES POSITIONS IN THE MARKET, MOST NOTABLY IN IT RELATED COMPANIES, HAS BROUGHT A KEY REQUIREMENT ALONG WITH IT - MULTILINGUAL SKILLS”

B2B

Job Title	Dublin € Base	Dublin € OTE	Regional € Base	Regional € OTE
Sales Director	80,000 - 125,000	120,000 - 180,000	70,000 - 110,000	90,000 - 130,000
National Sales Manager	70,000 - 80,000	85,000 - 120,000	65,000 - 80,000	75,000 - 100,000
Regional Sales Manager	60,000 - 80,000	70,000 - 110,000	60,000 - 75,000	65,000 - 100,000
Sales & Marketing Manager	50,000 - 65,000	60,000 - 75,000	50,000 - 60,000	55,000 - 65,000
Key Account Manager	45,000 - 55,000	50,000 - 60,000	40,000 - 55,000	45,000 - 60,000
Client Services Manager	40,000 - 60,000	45,000 - 60,000	40,000 - 55,000	45,000 - 60,000
Business Development Manager	40,000 - 55,000	45,000 - 65,000	40,000 - 55,000	45,000 - 60,000
Business Development Executive	30,000 - 40,000	35,000 - 45,000	25,000 - 40,000	30,000 - 45,000
Field Sales Executive	30,000 - 40,000	35,000 - 50,000	26,000 - 35,000	30,000 - 45,000
Inside Sales / Telesales Team Leader	30,000 - 45,000	35,000 - 50,000	25,000 - 38,000	30,000 - 45,000
Inside Sales / Telesales Executive	24,000 - 35,000	28,000 - 35,000	22,000 - 30,000	25,000 - 35,000

HEALTHCARE SALES & MARKETING

The industry has suffered globally with most of the major pharmaceutical companies reducing headcount significantly. This has been due to a number of issues and there has been an effect in recruitment in the Irish market. We have noticed that pharmaceutical companies have been less inclined to employ new teams to detail any product launches in to clinicians choosing to have existing teams undertake the task.

As a result there has been a nervousness in the industry. In 2013 we saw many pharmaceutical companies reduce their sales and marketing functions. While this has not been as prevalent in 2014 there has not been the buoyancy in the market that was initially indicated. Many

Pharmaceutical companies no longer have the autonomy they had with some reporting directly to the U.K and others falling into the EMEA category. This has had an effect on recruitment opportunities in Ireland as headcount falls in line with each individual pharmaceutical company's own directives.

There has been no respite in the commercial arena with the continued cost constraints imposed by payers and medicine valuations being scrutinised strictly.

We have seen little or no changes in salaries this year. Commission structures are continuing to increase to reflect the demand and necessity to be more

performance related. There is a need for Irish salaries to fall in line with European and global counter parts and this is going to continue in the long term.

While our client partners in the healthcare sales industry are optimistic about an increase in recruitment for 2015, there are still few companies with an increased amount of pipeline. As long as this is the case, the opportunities will be limited for the industry.

Health, Pharmaceutical & Scientific Sales

Job Title	Dublin € Base	Dublin € OTE	Regional € Base	Regional € OTE
Country Manager / Sales Director	115,000 - 140,000	130,000 - 160,000	90,000 - 110,000	110,000 - 130,000
Business Unit Manager / Sales & Marketing Manager	85,000 - 95,000	110,000 - 125,000	75,000 - 90,000	85,000 - 105,000
Sales Manager (Team >6 people)	75,000 - 85,000	90,000 - 110,000	65,000 - 80,000	85,000 - 90,000
Sales Manager (Team <6 people)	60,000 - 70,000	70,000 - 90,000	50,000 - 65,000	60,000 - 75,000
Business Development Manager	55,000 - 60,000	65,000 - 75,000	50,000 - 55,000	60,000 - 65,000
Hospital Representative / Product Specialist (3+ years' exp.)	50,000 - 60,000	65,000 - 75,000	45,000 - 55,000	55,000 - 65,000
Hospital Representative	42,000 - 55,000	50,000 - 65,000	40,000 - 50,000	50,000 - 60,000
Senior GP Representative / Territory Manager (3+ years' exp.)	45,000 - 55,000	55,000 - 65,000	40,000 - 55,000	50,000 - 60,000
GP Representative (1 - 3 years' exp.)	40,000 - 45,000	45,000 - 55,000	35,000 - 42,000	42,000 - 50,000

Health & Pharmaceutical Marketing

Job Title	Dublin € Base	Dublin € OTE	Regional € Base	Regional € OTE
Marketing Director	75,000 - 95,000	N/A	70,000 - 90,000	N/A
Marketing Manager	65,000 - 80,000	N/A	65,000 - 75,000	N/A
Senior Product Manager (3+ years' exp.)	50,000 - 70,000	60,000 - 80,000	50,000 - 65,000	60,000 - 75,000
Product Manager (1 - 3 years' exp.)	60,000 - 68,000	60,000 - 68,000	40,000 - 50,000	45,000 - 60,000
Assistant Product Manager / Marketing Executive	45,000 - 50,000	45,000 - 50,000	30,000 - 38,000	35,000 - 40,000

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