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The National Network for Local Workplace Solutions

2020 National Sales Compensation Survey

An Employer Associations of America (EAA) Sponsored Survey, coordinated by MRA – The Management Association in cooperation with employer associations nationwide.

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Confidential Survey Report

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- be restricted to authorized personnel only
- not be used in collective bargaining or grievance proceedings
- protect, completely, organizational identity



National surveys produced by the EAA include:

- National Business Trends Survey
- National Executive Compensation Survey
- National IT & Engineering Compensation Survey
- National Policies & Benefits Survey
- National Sales Compensation Survey
- National Wage & Salary Survey

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Sales Management Positions

5 Top Sales & Marketing Executive

Combined Compensation Type 1
Base Salary plus Variable 2
Base Salary Only 3
Variable Pay Only (insufficient data reported) -

10 Top Sales Executive

Combined Compensation Type 4
Base Salary plus Variable 5
Base Salary Only 6
Variable Pay Only (insufficient data reported) -

20 Top International Sales Executive

Combined Compensation Type 7
Base Salary plus Variable 8
Base Salary Only 9
Variable Pay Only (insufficient data reported) -

30 General Sales Manager

Combined Compensation Type 10
Base Salary plus Variable 11
Base Salary Only 12
Variable Pay Only (insufficient data reported) -

50 Sales Manager

Combined Compensation Type 13
Base Salary plus Variable 15
Base Salary Only 17
Variable Pay Only (insufficient data reported) -

70 Sales Trainer

Combined Compensation Type 18
Base Salary plus Variable 19
Base Salary Only 20
Variable Pay Only (insufficient data reported) -

Outside Sales Positions

110 National Accounts Manager

Combined Compensation Type 21
Base Salary plus Variable 22
Base Salary Only 23
Variable Pay Only (insufficient data reported) -

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125 International Sales Representative/Account Executive

- Combined Compensation Type 24
- Base Salary plus Variable 25
- Base Salary Only 26
- Variable Pay Only (insufficient data reported) -

130 Senior Outside Sales Representative/Account Executive

- Combined Compensation Type 27
- Base Salary plus Variable 29
- Base Salary Only 31
- Variable Pay Only (insufficient data reported) -

150 Outside Sales Representative / Account Executive

- Combined Compensation Type 32
- Base Salary plus Variable 35
- Base Salary Only 38
- Variable Pay Only 39

160 Junior Outside Sales Representative

- Combined Compensation Type 40
- Base Salary plus Variable 41
- Base Salary Only 46
- Variable Pay Only (insufficient data reported) -

Inside Sales Positions

200 Inside Sales Representative

- Combined Compensation Type 43
- Base Salary plus Variable 45
- Base Salary Only 46
- Variable Pay Only (insufficient data reported) -

205 Senior Inside Sales Representative

- Combined Compensation Type 47
- Base Salary plus Variable 48
- Base Salary Only 49
- Variable Pay Only (insufficient data reported) -

210 Order Processing Supervisor

- Combined Compensation Type 50
- Base Salary plus Variable 51
- Base Salary Only 52
- Variable Pay Only (insufficient data reported) -

Route Sales Position

360 Route Sales Representative

- Combined Compensation Type 53
- Base Salary plus Variable 54
- Base Salary Only (insufficient data reported) -
- Variable Pay Only (insufficient data reported) -

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