

## 2022 National Sales Compensation Survey

### (10) Top Sales Executive

Responsible for the overall management and direction of the sales functions and the entire range of sales planning and development, sales promotion, sales force development, sales compensation, and sales activities of the organizational unit. Formulates, recommends and implements policies and programs in the areas of forecasting, sales, pricing, marketing and product or service acceptance research, and related activities. This is normally a single incumbent job.

	# of Orgs   # of Emp		Base Pay					Bonus			Total Compensation					Commission Received			
			Un-Wtd Avg		Wtd Avg		P25	Median	P75	Eligible		Actual		Wtd Annual Avg	Un-Wtd			# of Orgs	Wtd Annual Avg
			# of Orgs	# of Emp	# of Orgs	# of Emp	# of Orgs	# of Emp	# of Orgs	# of Emp	# of Orgs	# of Emp	P25		Median	P75			
<b>Total Responses</b>	140	181	\$166,540	\$165,232	\$125,529	\$150,000	\$204,275	112	150	81	103	\$39,439	\$191,510	\$187,675	\$130,164	\$175,000	\$225,113	33	\$79,104
<b>Geographic Area</b>																			
<b>Central Region</b>	7	8	\$147,460	\$146,482	\$120,918	\$140,297	\$188,540	6	7	4	5	-	\$161,803	\$161,207	\$132,568	\$157,397	\$199,790	2	-
<b>Great Lakes Region</b>	127	155	\$167,385	\$166,505	\$130,000	\$150,000	\$204,750	101	127	72	85	\$39,299	\$190,455	\$188,056	\$132,964	\$176,000	\$235,215	28	\$73,815
Illinois	9	11	\$192,677	\$185,099	\$145,000	\$180,512	\$218,080	8	10	7	8	\$39,895	\$225,098	\$214,114	\$145,000	\$202,173	\$252,300	1	-
Minnesota	41	47	\$165,721	\$168,364	\$126,058	\$146,317	\$204,750	35	41	27	30	\$48,530	\$198,817	\$199,341	\$144,200	\$185,000	\$250,000	10	\$102,181
Ohio	5	6	\$171,757	\$171,022	\$124,833	\$172,500	\$220,639	5	6	3	3	-	\$182,548	\$181,139	\$130,142	\$172,500	\$238,745	4	-
Wisconsin	75	90	\$162,837	\$162,559	\$128,750	\$150,000	\$200,728	55	69	36	43	\$34,424	\$179,068	\$179,006	\$130,000	\$164,050	\$225,000	14	\$65,723
<b>Northeast Region</b>	5	6	\$175,480	\$179,138	\$119,000	\$160,200	\$222,625	5	6	5	5	\$18,187	\$192,292	\$195,328	\$127,938	\$192,043	\$227,000	3	-
<b>Southeast Region</b>	6	9	\$169,448	\$162,626	\$112,000	\$152,373	\$221,672	4	7	4	7	-	\$250,493	\$236,316	\$114,363	\$164,167	\$362,242	3	-
<b>Size of Organization</b>																			
1 to 24 Employees	5	5	\$88,578	\$88,578	\$33,750	\$105,392	\$135,000	3	3	1	1	-	\$92,578	\$92,578	\$33,750	\$105,392	\$145,000	1	-
25 to 49 Employees	16	17	\$135,544	\$134,630	\$111,500	\$130,000	\$166,450	13	14	12	13	\$23,930	\$154,456	\$152,929	\$128,500	\$153,890	\$185,269	6	\$52,437
50 to 74 Employees	15	19	\$151,945	\$146,850	\$115,000	\$144,900	\$175,000	9	12	4	5	-	\$165,976	\$160,078	\$115,000	\$145,160	\$200,020	3	-
75 to 99 Employees	19	21	\$153,622	\$152,018	\$126,058	\$150,000	\$170,000	17	19	10	11	\$22,717	\$163,376	\$163,918	\$130,164	\$160,000	\$193,500	4	-
100 to 199 Employees	32	38	\$183,532	\$185,155	\$137,753	\$167,857	\$230,918	28	33	23	27	\$45,794	\$218,632	\$217,694	\$148,205	\$207,223	\$287,656	6	\$139,940
200 to 499 Employees	33	39	\$168,173	\$167,743	\$132,600	\$146,317	\$203,800	23	28	19	23	\$43,080	\$196,428	\$193,149	\$138,528	\$176,400	\$230,000	9	\$66,322
500 to 999 Employees	13	33	\$199,797	\$178,175	\$122,875	\$176,708	\$227,085	13	33	8	19	\$49,582	\$236,360	\$203,347	\$128,531	\$204,347	\$264,179	2	-
1,000+ Employees	7	9	\$212,274	\$209,202	\$160,000	\$214,200	\$253,750	6	8	4	4	-	\$247,473	\$236,579	\$168,837	\$250,000	\$282,426	2	-
<b>Industry</b>																			
Durable Goods Manufacturing	69	84	\$167,900	\$167,136	\$130,000	\$163,110	\$203,600	55	69	40	44	\$46,701	\$195,784	\$191,599	\$132,225	\$176,200	\$228,750	14	\$58,727
Non-Durable Goods Manufacturing	17	22	\$185,337	\$189,310	\$146,028	\$180,225	\$218,942	13	18	9	13	\$43,672	\$205,392	\$215,362	\$173,575	\$208,041	\$262,029	2	-
Professional/Business Services	8	10	\$182,728	\$199,682	\$138,150	\$203,571	\$251,250	7	9	3	4	-	\$209,755	\$223,992	\$138,150	\$241,875	\$308,750	4	-
Service, not elsewhere classified	15	17	\$141,398	\$139,810	\$127,300	\$132,600	\$149,500	14	15	10	11	\$33,980	\$163,593	\$161,797	\$130,000	\$150,000	\$198,415	5	\$90,619
Wholesale Trade	12	24	\$162,879	\$160,028	\$122,790	\$148,106	\$178,591	9	20	8	15	\$38,726	\$191,520	\$181,197	\$130,039	\$156,166	\$212,041	4	-
<b>Gross Sales Volume</b>																			
\$0.0 to \$24.9 Million	38	43	\$128,271	\$127,766	\$108,992	\$130,000	\$145,160	29	33	17	19	\$20,172	\$137,886	\$136,679	\$109,533	\$131,300	\$163,600	10	\$35,092
\$25.0 to \$49.9 Million	29	32	\$160,001	\$162,542	\$126,900	\$158,950	\$187,900	25	28	21	24	\$32,216	\$182,750	\$186,705	\$138,744	\$178,993	\$220,938	6	\$58,778
\$50.0 to \$99.9 Million	28	32	\$173,568	\$171,540	\$142,071	\$150,000	\$208,360	22	26	20	23	\$49,805	\$209,755	\$207,337	\$150,906	\$182,813	\$242,770	6	\$82,856
\$100.0 to \$249.9 Million	26	36	\$190,467	\$181,802	\$133,092	\$194,407	\$217,120	18	26	11	14	\$75,719	\$227,454	\$211,249	\$137,724	\$201,128	\$252,231	8	\$69,909
\$250.0 Million +	19	38	\$209,959	\$191,714	\$127,614	\$175,007	\$250,000	18	37	12	23	\$34,003	\$236,052	\$210,892	\$129,832	\$213,952	\$276,173	3	-
<b>Profit Status</b>																			
For Profit	136	177	\$167,208	\$165,715	\$125,529	\$150,000	\$205,680	108	146	79	101	\$39,997	\$192,746	\$188,539	\$130,164	\$175,750	\$227,613	31	\$79,228
<b>Metropolitan Statistical Area</b>																			
Chicago-Naperville-Joliet, IL-IN-WI	10	11	\$193,058	\$195,053	\$150,000	\$215,000	\$230,000	8	9	6	7	\$43,281	\$220,121	\$222,098	\$150,000	\$230,000	\$252,300	2	-
Madison, WI	8	11	\$149,628	\$148,082	\$114,898	\$154,678	\$179,084	8	11	5	5	\$32,524	\$169,956	\$163,328	\$120,917	\$159,218	\$185,776	2	-
Milwaukee-Waukesha-West Allis, WI	42	47	\$165,682	\$164,915	\$130,000	\$150,000	\$200,020	29	33	16	18	\$41,152	\$180,883	\$180,675	\$130,000	\$164,500	\$225,000	6	\$56,142
Minneapolis-St. Paul-Bloomington, MN-WI	33	39	\$168,827	\$171,535	\$126,058	\$149,000	\$204,750	29	35	22	25	\$45,770	\$200,502	\$200,874	\$149,599	\$185,000	\$225,225	10	\$102,181
Racine, WI	6	6	\$130,517	\$130,517	\$106,250	\$125,000	\$155,077	4	4	3	3	-	\$138,034	\$138,034	\$110,075	\$135,000	\$160,077	2	-