

Sales

ICT	Dublin Base €	Dublin OTE €	Regional Base €	Regional OTE €
Sales Director	90,000 - 150,000	120,000 - 180,000	75,000 - 120,000	90,000 - 150,000
Sales Manager	65,000 - 95,000	85,000 - 160,000	55,000 - 65,000	70,000 - 100,000
Business Development Manager	65,000 - 90,000	85,000 - 150,000	50,000 - 65,000	60,000 - 100,000
Business Development Executive	40,000 - 55,000	50,000 - 85,000	35,000 - 50,000	45,000 - 60,000
Corporate Account Manager	50,000 - 70,000	70,000 - 100,000	45,000 - 60,000	65,000 - 90,000
Account Manager	40,000 - 60,000	60,000 - 80,000	35,000 - 50,000	45,000 - 65,000
Technical Sales Executive	35,000 - 50,000	50,000 - 65,000	35,000 - 45,000	40,000 - 60,000
Inside Sales / Telesales Team Leader	40,000 - 55,000	50,000 - 70,000	32,000 - 50,000	35,000 - 60,000
Inside Sales / Telesales Executive	30,000 - 45,000	40,000 - 55,000	28,000 - 35,000	30,000 - 45,000
FMCG	Dublin Base €	Dublin OTE €	Regional Base €	Regional OTE €
Head of Sales	90,000 - 150,000	120,000 - 175,000	85,000 - 125,000	100,000 - 155,000
Commercial Manager	85,000 - 100,000	95,000 - 130,000	50,000 - 80,000	65,000 - 100,000
Area / Regional Manager	65,000 - 85,000	85,000 - 100,000	50,000 - 65,000	60,000 - 85,000
National Account Manager	60,000 - 85,000	80,000 - 100,000	50,000 - 70,000	55,000 - 80,000
Key Account Manager	45,000 - 55,000	50,000 - 65,000	40,000 - 55,000	50,000 - 65,000
Customer Account Manager	50,000 - 65,000	60,000 - 85,000	35,000 - 55,000	50,000 - 75,000
Territory Sales Manager	40,000 - 60,000	50,000 - 65,000	30,000 - 45,000	35,000 - 50,000
Field Sales Rep	30,000 - 45,000	45,000 - 60,000	28,000 - 45,000	35,000 - 55,000
Van Sales Rep	26,000 - 35,000	30,000 - 45,000	25,000 - 35,000	26,000 - 40,000
Merchandiser	25,000 - 35,000	n/a	22,000 - 28,000	n/a

B2B	Dublin Base €	Dublin OTE €	Regional Base €	Regional OTE €
Country Sales Director	90,000 - 145,000	120,000 - 170,000	85,000 - 115,000	115,000 - 150,000
Country Sales Manager	80,000 - 100,000	90,000 - 125,000	80,000 - 95,000	90,000 - 125,000
Territory Manager	65,000 - 85,000	80,000 - 100,000	60,000 - 70,000	75,000 - 90,000
Sales & Marketing Manager	55,000 - 70,000	65,000 - 80,000	55,000 - 65,000	65,000 - 75,000
Key Account Manager	45,000 - 65,000	55,000 - 85,000	45,000 - 60,000	50,000 - 90,000
Business Development Manager	42,000 - 55,000	45,000 - 65,000	40,000 - 50,000	45,000 - 65,000
Business Development Executive	32,000 - 40,000	40,000 - 55,000	28,000 - 35,000	35,000 - 50,000
Business Manager	60,000 - 75,000	70,000 - 85,000	50,000 - 65,000	60,000 - 75,000
Product Manager	65,000 - 85,000	80,000 - 100,000	55,000 - 75,000	70,000 - 85,000
Field Sales Executive	30,000 - 40,000	35,000 - 55,000	28,000 - 35,000	35,000 - 50,000
Inside Sales / Telesales Team Leader	30,000 - 40,000	35,000 - 55,000	28,000 - 36,000	35,000 - 40,000
Inside Sales / Telesales Executive	28,000 - 35,000	32,000 - 45,000	20,000 - 25,000	24,000 - 30,000

HEALTH, PHARMACEUTICAL & SCIENTIFIC	Dublin Base €	Dublin OTE €	Regional Base €	Regional OTE €
Sales VP - Director (Domestic / International)	85,000 - 150,000	125,000 - 200,000	85,000 - 145,000	125,000 - 165,000
Business Unit Manager / Sales & Marketing Manager	90,000 - 100,000	100,000 - 130,000	65,000 - 85,000	75,000 - 100,000
Sales Manager (Team > 6 people)	75,000 - 100,000	100,000 - 125,000	60,000 - 85,000	70,000 - 100,000
Sales Manager (Team < 6 people)	60,000 - 85,000	80,000 - 110,000	55,000 - 65,000	65,000 - 85,000
Business Development Manager	60,000 - 75,000	70,000 - 85,000	55,000 - 60,000	60,000 - 85,000
Hospital Representative / Product Specialist	45,000 - 55,000	55,000 - 75,000	40,000 - 60,000	50,000 - 70,000
Senior GP Representative / Territory Manager	45,000 - 60,000	55,000 - 70,000	42,500 - 55,000	45,000 - 65,000
Pharmaceutical Sales Representative	40,000 - 55,000	45,000 - 65,000	35,000 - 45,000	45,000 - 60,000

Sales

The majority of new roles coming onto the market are in business development. Companies are eager to grow market share and are often forced to increase packages in order to entice candidates away from competitors. Therefore most areas have seen at least a 5% increase on basic salaries with commission structures increasing by up to 10%. FMCG is the only exception to this where salaries have somewhat stagnated. Where salaries have remained the same, then usually a portion of the OTE that is commission or bonus is guaranteed. Companies tend to choose this model as it keeps costs down and reward only occurs if income is realised. However, hi-tech, fintech, SaaS and the engineering / construction sectors have all gone through a period of strong growth and this is where we are primarily seeing salary increases for sales professionals. B2B sales roles have also increased in volume. Increasing salaries in the field and relatively “easy” commission for networked candidates have encouraged new candidates to the market.

One area of new growth for sales has been the number of larger accounting and legal firms recruiting for business development professionals. There has been a notable increase in companies with head offices in Dublin recruiting for sales professionals for the Munster and Connaught regions.

Throughout 2018/2019, a number of Northern Irish companies have looked to recruit sales staff in the Republic of Ireland. With relatively cheaper manufacturing costs, NI companies have been able to take advantage of the larger ROI market. However, moving closer to the Brexit date, the market has grown tighter and created a shortage of candidates as sales professionals are hesitant to leave their existing companies. In sectors such as hi-tech, fintech and engineering, the specialist nature of the roles has confirmed the consistency of skills shortages especially at senior level. Entry level can be more flexible. With fewer candidates, hiring companies have limited choices. Due to this, employers are now far more open to transferable skills. They are looking at the similarities within the sales channels and allowing the new candidate time to learn the business. Where there is a need for “technical understanding”, companies are bringing candidates in at a more junior level and training them up in the sales cycle.

Upskilling and training / retraining are firmly back on the agenda for employers in a bid to retain their key staff. It's also a key focus for those looking to make a move. While sales professionals are looking for a good base salary as well as being highly incentivised with uncapped commission, they are also looking for clear KPIs from the start. Pensions, healthcare and generous annual leave are almost expected in the race for talent. In field sales roles, there is significant interest in the serviced company car or car allowance. Potential future tax policies may well influence this. To attract new hires from their competitors, organisations also often offer a “sign-on bonus” or a guarantee of a certain percentage of the commission

particularly in the business development roles.

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