

# SALARY GUIDE 2025

## SALES







# It's your **career**, not a job. It's your **team**, not a hire.

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## Our purpose is to enable great career decisions

All too often, people fail to reach their career potential because they focus too much on the next title or salary, resulting in moves that narrow their options and reduce their competitiveness to reach the next level.

## We help you take control of your career journey

Our career podcasts, candidate guides and market updates give you everything you need to make great decisions and maximise your potential.

## Our Salary Guides are a powerful tool

The [axr] Salary Guides are recognised as an industry benchmark, used in career conversations, salary reviews and organisational design conversations, by individuals and businesses alike.



ROLE TITLES	REMUNERATION**	ROLE SCOPE	WHAT ARE WE LOOKING FOR IN 2025?
<b>Sales Director</b> <b>VP Sales</b> <b>GM of Sales</b> <b>Chief Customer Officer</b> <b>Head of Sales</b>	<b>\$250 - \$400K</b>  STI: 30-50% LTI: 10-40%	The most senior role in the sales function, reporting directly to the CEO, with Customer Directors and Heads of Channel as direct reports. A key member of the Leadership Team, responsible for shaping customer strategy, aligning the sales function with the company's vision, and engaging with key customers at the highest level. The wide salary range reflects how the scope of the role varies based on business size and complexity.	<ul style="list-style-type: none"> <li>Enterprise Leadership: Do you think with an enterprise-wide mindset, focusing on business KPIs and macro trends affecting the organisation, while effectively linking them to the sales function? Or are you limited to a purely functional perspective?</li> <li>Connecting Teams with Purpose: Can you clearly communicate the company's purpose and show how you've successfully led multiple teams, ensuring alignment with broader business goals?</li> </ul>
<b>Customer Director</b> <b>Head of Channel/Customer</b>	<b>\$220 - \$270K</b>  STI: 25-40% LTI: 10-25%	Reports to the Sales Director, sitting on the Sales/Commercial Leadership Team while leading a key customer or channel team, with NBMs and NAMs as direct reports. Often oversees a broader indirect team, including category, commercial finance, and supply chain. This role involves significant commercial complexity, managing multiple customer and category P&Ls.	<ul style="list-style-type: none"> <li>Cross-Functional Perspective: Have you gained experience across other functions, and can you demonstrate how you've aligned them with your customer or channel strategies?</li> <li>Commercial Breadth &amp; Depth: Have you led diverse channels, and can you showcase how your deep P&amp;L expertise has driven business performance?</li> <li>People Leadership &amp; Development: Have you managed medium-sized teams (6-10 FTEs)? Can you clearly outline your approach to developing your people?</li> </ul>
<b>National Business Manager</b>	<b>\$180 - \$220K</b>  Bonus: 20-35%	A leadership development role overseeing a small team of 2-5 FTEs while managing a major customer or channel. This position involves JBP/JCP and P&L ownership, focusing on strategic planning and the development of channel and functional strategies.	<ul style="list-style-type: none"> <li>Broad Experience: Have you worked across multiple areas such as customer, channel, function, and category? This breadth highlights your growth mindset and potential.</li> <li>Leadership Potential: Can you show how you balance driving both individual and team performance while prioritising people development?</li> </ul>
<b>National Account Manager</b> <b>Customer Business Manager</b> <b>Customer Account Manager</b>	<b>\$150 - \$180K</b>  Bonus: 15-25%	This role reports to an NBM and may have an NAE as a direct report. Typically responsible for a smaller customer or part of a larger customer in a tier 1 business, but can manage major customers in tier 2 and 3 businesses. It's the entry point in the sales structure for P&L ownership, leading the development of JBPs/JCPs for senior leadership approval.	<ul style="list-style-type: none"> <li>Commercial Acumen: Are you proficient in category management and RGM, effectively leveraging multiple P&amp;L levers to drive commercial success?</li> <li>Stakeholder Alignment: Can you act like the GM of your customer, showcasing how you've aligned multiple functions to deliver on a JBP?</li> </ul>
<b>National Account Executive</b> <b>State Account Manager</b> <b>Key Account Manager</b>	<b>\$110 - \$140K</b>  Bonus: 10-15%	This role supports a NAM and may manage smaller customers (Aldi, Costco, eCom) or a regional account within the Indies Channel. Positions at this level are admin-focused, with a strong emphasis on analytics.	<ul style="list-style-type: none"> <li>Analytical Skills: Are you confident working with data, proficient in tools like Quantum, Coles Synergy and Nielsen, and able to identify commercial opportunities?</li> <li>Influencing: Do you have the communication skills to craft and deliver compelling messages that drive impact?</li> </ul>

\*\* Includes car allowance, excludes Superannuation \*\*

ROLE TITLES	REMUNERATION**	ROLE SCOPE	WHAT ARE WE LOOKING FOR IN 2025?
<b>National Field Sales Manager</b> <b>Director of Field Sales</b> <b>Head of Field Sales</b>	<b>\$180 - \$230K + car</b>  STI: 20-35% LTI: 10-25%	This role leads the national field sales team, often overseeing distributors and third-party merchandising partners. With a strong focus on people leadership, it drives the execution of national customer strategy, ensuring alignment through to store level.	<ul style="list-style-type: none"> <li>Modern Leadership: Can you inspire high performance by connecting teams to purpose, rather than focusing solely on KPIs?</li> <li>Commercial Innovation: Can you demonstrate a drive for innovation by improving ROI, enhancing efficiency, evolving processes, and leveraging technology?</li> </ul>
<b>State Manager</b> <b>State Sales Manager</b>	<b>\$140 - \$165K + car</b>  Bonus: 20-30%	Responsible for leading a state field sales team through a group of FSMs, often with a mini-GM scope that includes supply chain oversight and P&L responsibility. Success in this role requires the ability to think strategically, aligning team execution with broader business objectives.	<ul style="list-style-type: none"> <li>Commercial Acumen: Are you ready to "step up" and take ownership of your first P&amp;L?</li> <li>Enterprise Perspective: Can you demonstrate macro market awareness and how broader business goals translate into effective execution?</li> </ul>
<b>Field Sales Manager</b> <b>Field Manager</b>	<b>\$100 - \$130K + car</b>  Bonus: 10-20%	Reports to a State Manager, leading a team of 3-5 TMs. Primarily focused on coaching and team development, with budget responsibility and occasional coverage for a Territory when needed.	<ul style="list-style-type: none"> <li>People Development: Do you have strong emotional intelligence (EQ) and the ability to identify and nurture potential in others?</li> <li>Organisational Skills: Can you effectively manage competing priorities to maintain focus and deliver results?</li> </ul>
<b>Territory Manager</b> <b>Business Development Executive</b>	<b>\$70 - \$90K + car</b>  Bonus: 10-15%	An entry-level role suited for graduates, working alongside career TMs to execute national account plans at store level within a defined territory. Depending on the business and individual, the role can range from highly structured to more autonomous. A high-performing Rep will secure brand visibility beyond the national plan.	<ul style="list-style-type: none"> <li>Reliability: Can you show experience in high-pressure service roles during university, demonstrating dependability?</li> <li>Energy: Do you have a strong work ethic and the resilience to perform consistently?</li> <li>Decision Making: Can you work independently, backing yourself to make decisions rather than waiting for direction?</li> </ul>

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# Our career podcasts prepare you for your own journey

Our career podcasts, [Your Future in Sales & Marketing](#) and [From Go to CFO](#), explore the career journeys of senior and emerging leaders, offering valuable insights to guide your own career planning and decision-making.

Join a growing community of **2,800 active listeners** and unlock access to over 100 in-depth interviews, providing unparalleled access to our extensive network.



**TUNE IN HERE**





# Our Sales & Marketing Team



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Reach out for a career conversation today