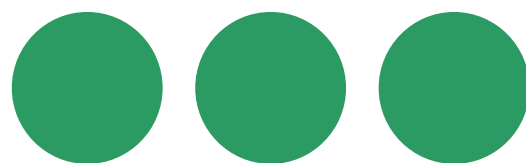


SALARY GUIDE 2022



pulse
recruitment





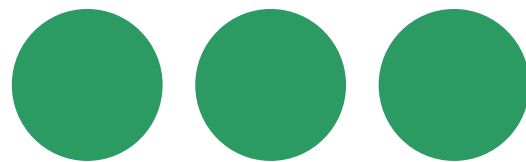
NOTE FROM THE DIRECTOR

2022 has started with a bang here at Pulse Recruitment.

We have seen many new tech scale-ups enter the Australian market with renewed confidence and big hiring plans. These scale-ups often have head offices overseas and generally have a compelling story for an AE or Sales Director to join.

The local Australian start-up scene has also seen considerable growth. Over the last 12 months, increased investment has resulted in a push to find talent that can "land grab" and generate velocity sales. Larger vendors are also looking to backfill talent that may have left over the Christmas break and fill gaps left by internal promotions. These are all factors contributing to the continuation of the supply and demand imbalance that we saw throughout 2021.

There also continues to be high demand for SDRs across the board, with more and more companies willing to take on Graduates with little to no sales experience. Strong onboarding and consistent sales coaching of these junior candidates is high on priority lists.



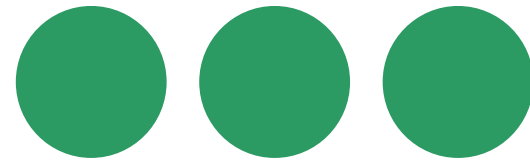
NOTE FROM THE DIRECTOR

Also, the push to remote sales teams continues as we've seen more and more clients hiring fully remote in order to tap into talent from different states. There are also more examples of teams that have a mix between hybrid and fully remote, and companies with strict office attendance in the past are now changing their policy to meet the market.

Businesses that don't allow remote or hybrid models will find it harder than ever to attract talent as 2022 promises to be a bumper year for the local tech industry, with plenty of winners and losers coming out the other side.



Daniel Hale
Director
Pulse Recruitment



ABOUT PULSE RECRUITMENT

We source and engage high calibre sales talent into the technology space throughout APAC. By utilising our proprietary four-step process we provide clients and candidates peace of mind that we deliver on our promises.

93%

Engagement to fill ratio on an exclusive basis

13.5 working days

Average time from initial job brief to candidate offer

97%

Candidate retention rate 6+ months

NOTE: This survey covers base salaries only (not including super) and focuses on technology sales and marketing roles in Sydney and Melbourne

This salary guide has been collated by using data that we have collected from candidate placements and in-depth surveys conducted towards the end of 2021 and early 2022.

About Pulse Recruitment

Account Executive

Account Management

Channel Sales

Customer Success

Management

Marketing

Sales Development/ Inside Sales

Sales Engineer/ Pre Sales

Sales Support

Note from the Director

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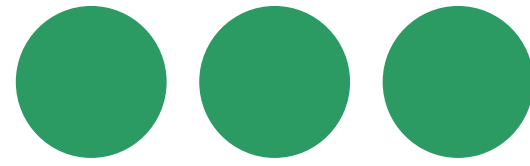
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ACCOUNT EXECUTIVE

JOB TITLE

MARKET SEGMENT

RANGE

AVERAGE

Account Executive

SME

96K - 144K

120K

Account Executive

Mid-Market to Enterprise

156K - 240K

198K

NOTE: Base salaries only (not including super) in Sydney and Melbourne

Note from the Director

About Pulse Recruitment

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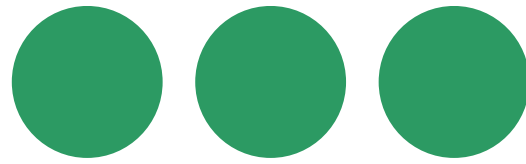
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ACCOUNT MANAGEMENT

JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Territory Account Manager	SME	96K - 132K	114K
Key Account Manager	Mid-Market to Enterprise	156K - 192K	174K

NOTE: Base salaries only (not including super) in Sydney and Melbourne



CHANNEL SALES

JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
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Channel Sales Executive	SME	84K - 132K	108K
Channel Manager	Mid-Market to Enterprise	120K - 192K	156K

NOTE: Base salaries only (not including super) in Sydney and Melbourne

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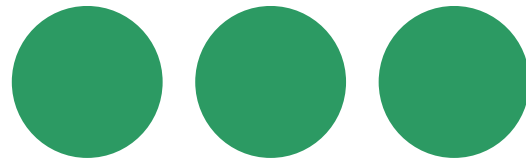
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CUSTOMER SUCCESS

JOB TITLE

MARKET SEGMENT

RANGE

AVERAGE

Customer Success Manager

SME

84K - 120K

102K

Customer Success Manager

Mid-Market to Enterprise

132K - 216K

174K

NOTE: Base salaries only (not including super) in Sydney and Melbourne

Note from the Director

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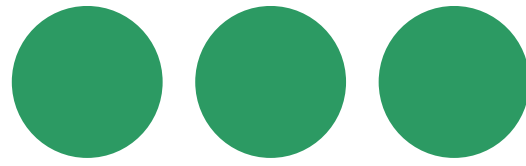
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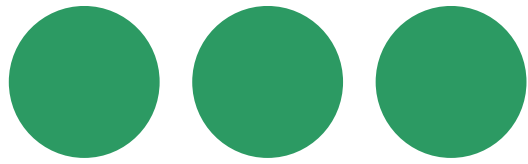
Sales Support



MANAGEMENT

JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Sales Manager	SME	156K - 228K	192K
National Sales Director	Full Function	192K - 300K	246K
Regional VP of Sales	Full Function	264K - 420K	342K

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MARKETING

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JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Marketing Coodinator	N/A	66K - 82K	74K
Marketing Executive	N/A	82K - 105K	93.5K
Marketing Manager	N/A	110K - 154K	132K
Senior Marketing Manager	N/A	132K - 187K	159.5K
Marketing Director	N/A	187K - 275K	231K

NOTE: Base salaries only (not including super) in Sydney and Melbourne

Note from the Director

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SALES DEVELOPMENT/INSIDE SALES

JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Sales Development Rep	SME (outbound)	60K - 90K	75K
Market Development Rep	SME (inbound)	66K - 102K	84K
Sales Development Rep	Mid-Market to Enterprise	72K - 108K	90K
SD Team Lead	N/A	110K - 150K	130K
Inside Sales Rep	SME	80K - 110K	95K

NOTE: Base salaries only (not including super) in Sydney and Melbourne



SALES ENGINEER/PRE SALES

JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
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Sales Engineer	SME	96K - 144K	120K
Sales Engineer	Mid-Market to Enterprise	156K - 192K	174K

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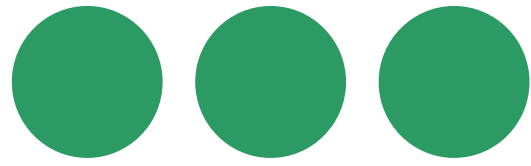
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Sales Engineer/
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Sales Support



SALES SUPPORT

JOB TITLE

MARKET SEGMENT

RANGE

AVERAGE

Sales Support Administrator/
Coordinator

N/A

78K - 96K

87K

Sales Operations Analyst

N/A

102K - 132K

117K

Sales Operations Manager

N/A

144K - 192K

168K

NOTE: Base salaries only (not including super) in Sydney and Melbourne



Placing **high** calibre **sales** talent
into the **technology** space



For more information, visit our website
pulserecruitment.com.au