

# 2023 SALARY GUIDE

Sales in Tech & SaaS



pulse  
recruitment



# TABLE OF CONTENTS



3 - 4 Note from the Director

5 About Pulse Recruitment

6 Participant Key Insights

7 Account Executive/BDM

8 Account Management

9 Channel Sales

10 Customer Success

11 Management

12 Sales Development

13 Sales Engineers

14 Sales Support

# NOTE FROM THE DIRECTOR



This year's survey was taken from 1,287 tech sales professionals across Australia, giving us a healthy sample size across a wide range of verticals.

The story for the tech industry coming out of 2022 and into 2023 has been dominated by rate rises in the Western World. The knock-on effects of this monetary policy have meant that there is no longer cheap VC money floating around and being allocated to speculative start-ups or unprofitable scale-ups. As a result, **funding rounds are being more heavily scrutinised**, and larger tech are also using this period to reassess the size of their team, with **redundancies being commonplace**.

With this backdrop, however, we are still in the grips of a wider talent shortage in Australia as the broader industry continues to expand and tech adoption continues to grow. ChatGPT's 100 million users in just two (2) months is a case in point. This **talent shortage is an ongoing theme** that is also connected to demographics and an ever-decreasing younger population coming into the workforce as a result of declining birth rates.

# NOTE FROM THE DIRECTOR

Looking at the results of our survey, it was interesting to note that **only 9% of all tech sales professionals in Australia work from the office** five (5) days per week, which is a far cry from the much higher pre-COVID. The trend towards working fully remotely also continued, with 22% of all surveyed saying that this is their current work arrangement.

Finally, we have taken an **average base salary for all roles**, with some base salary ranges being wider than others depending on the role. Mid-market to Enterprise AE roles, for example, have a large range because of the range in deal sizes and sales cycles between smaller, mid-market deals to large Enterprise sales. We've added the range to show the lowest and highest base salaries surveyed and to give a **better picture of the base salaries at each level**.



**Daniel Hale**  
**Director**  
**Pulse Recruitment**



# ABOUT PULSE RECRUITMENT



We source and engage high calibre sales talent into the technology and SaaS spaces 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

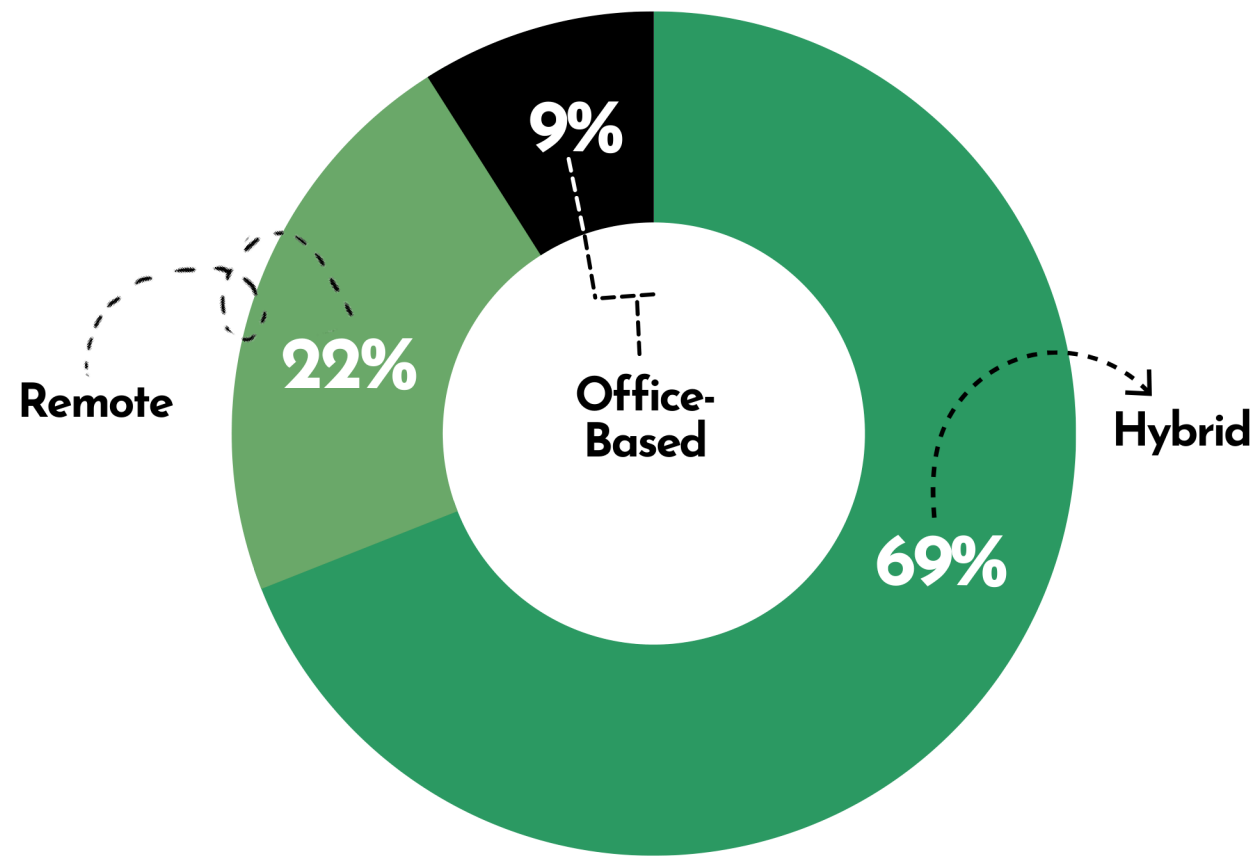
97%

Candidate retention rate 6+ months

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 2022 and early 2023.

# PARTICIPANT KEY INSIGHTS

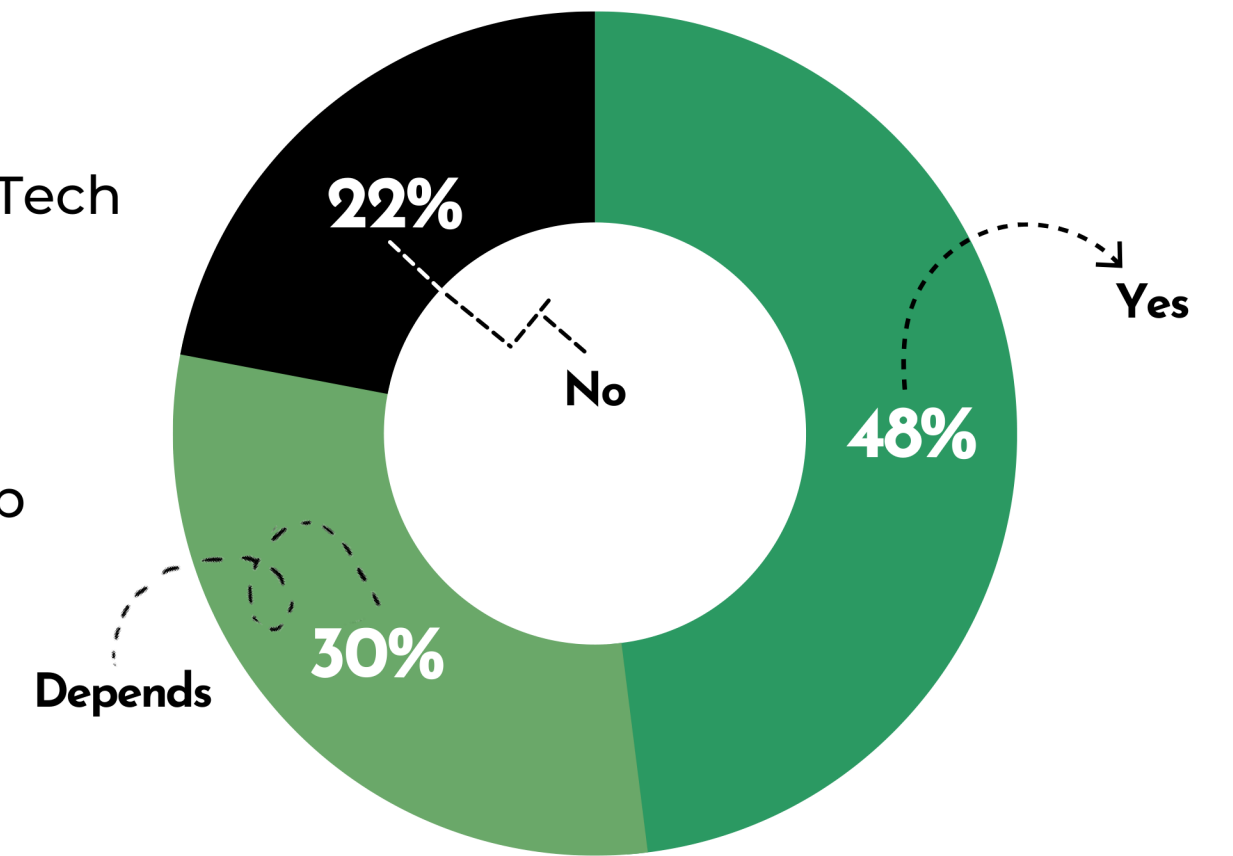
### Work Environment



### Top 3 Highest Paid Industries

- #1** Renewable Energy and Agri Tech
- #2** Cyber Security Access Management & Data Back Up
- #3** Artificial Intelligence Geo Tech & Automation

### Looking for a New Opportunity



# ACCOUNT EXECUTIVE/BDM

NOTE: Base salaries only in \$AUD (excluding superannuation, bonuses or commissions)



JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Account Executive/BDM	SME	N/A	107K
Account Executive/BDM	Mid-Market to Enterprise	140K - 260K	177K

Please note: the Mid-Market to Enterprise category has a broad range as it encompasses roles with varying sales cycles and deal sizes.

# ACCOUNT MANAGEMENT

NOTE: Base salaries only in \$AUD (excluding superannuation, bonuses or commissions)



JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Account Manager	SMB	N/A	94K
Key Account Manager	Mid-Market to Enterprise	110K - 220K	158K

Please note: the Mid-Market to Enterprise category has a broad range as it encompasses roles with varying sales cycles and deal sizes.

# CHANNEL SALES

NOTE: Base salaries only in \$AUD (excluding superannuation, bonuses or commissions)



JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Channel Sales Manager	N/A	N/A	153K



# CUSTOMER SUCCESS

NOTE: Base salaries only in \$AUD (excluding superannuation, bonuses or commissions)

JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Customer Success Manager	SMB	N/A	107K
Customer Success Manager	Mid-Market to Enterprise	103K - 190K	152K

Please note: the Mid-Market to Enterprise category has a broad range as it encompasses roles with varying sales cycles and deal sizes.

# MANAGEMENT

NOTE: Base salaries only in \$AUD (excluding superannuation, bonuses or commissions)



JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
National Sales Director	Full Function	N/A	223K
VP of Sales (Regional)	Full Function	N/A	272K

# SALES DEVELOPMENT

NOTE: Base salaries only in \$AUD (excluding superannuation, bonuses or commissions)



JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Sales Development Rep	SMB	N/A	75K
Sales Development Rep	Mid-Market to Enterprise	N/A	93K
Sales Development Team Lead	N/A	N/A	148K

# SALES ENGINEER

NOTE: Base salaries only in \$AUD (excluding superannuation, bonuses or commissions)



JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Sales Engineer	SMB	N/A	116K
Sales Engineer	Mid-Market to Enterprise	N/A	183K

# SALES SUPPORT

NOTE: Base salaries only in \$AUD (excluding superannuation, bonuses or commissions)



JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Sales Support Administrator/ Coordinator	N/A	N/A	86K
Sales Operations Analyst	N/A	N/A	114K
Sales Operations Manager	N/A	N/A	162K





pulse  
recruitment

Placing high-quality sales talent  
into technology & SaaS spaces



For more information, visit our website  
[pulserecruitment.com.au](https://pulserecruitment.com.au)