

2024 SALARY GUIDE

Sales in Tech & SaaS



pulse
recruitment



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NOTE FROM THE DIRECTOR



The story for the tech industry coming out of 2023 and into 2024 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 have been more heavily scrutinised, and larger Tech also used this period to reassess the size of their team, with redundancies being throughout the past 12 months into 2024.

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. 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 levels. 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. 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-quality sales talent into the technology and SaaS spaces throughout APAC and the US. 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

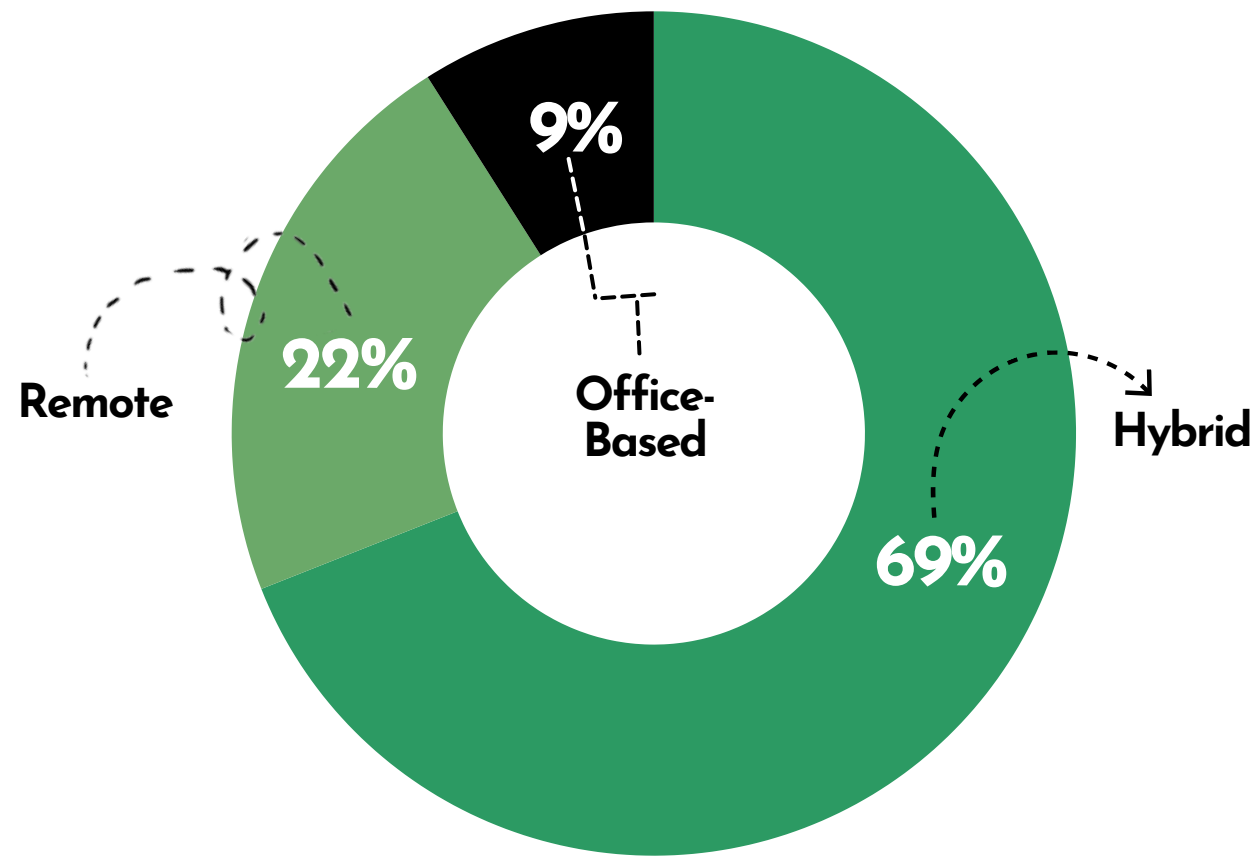
97%

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 2023 and 2024.

PARTICIPANT KEY INSIGHTS

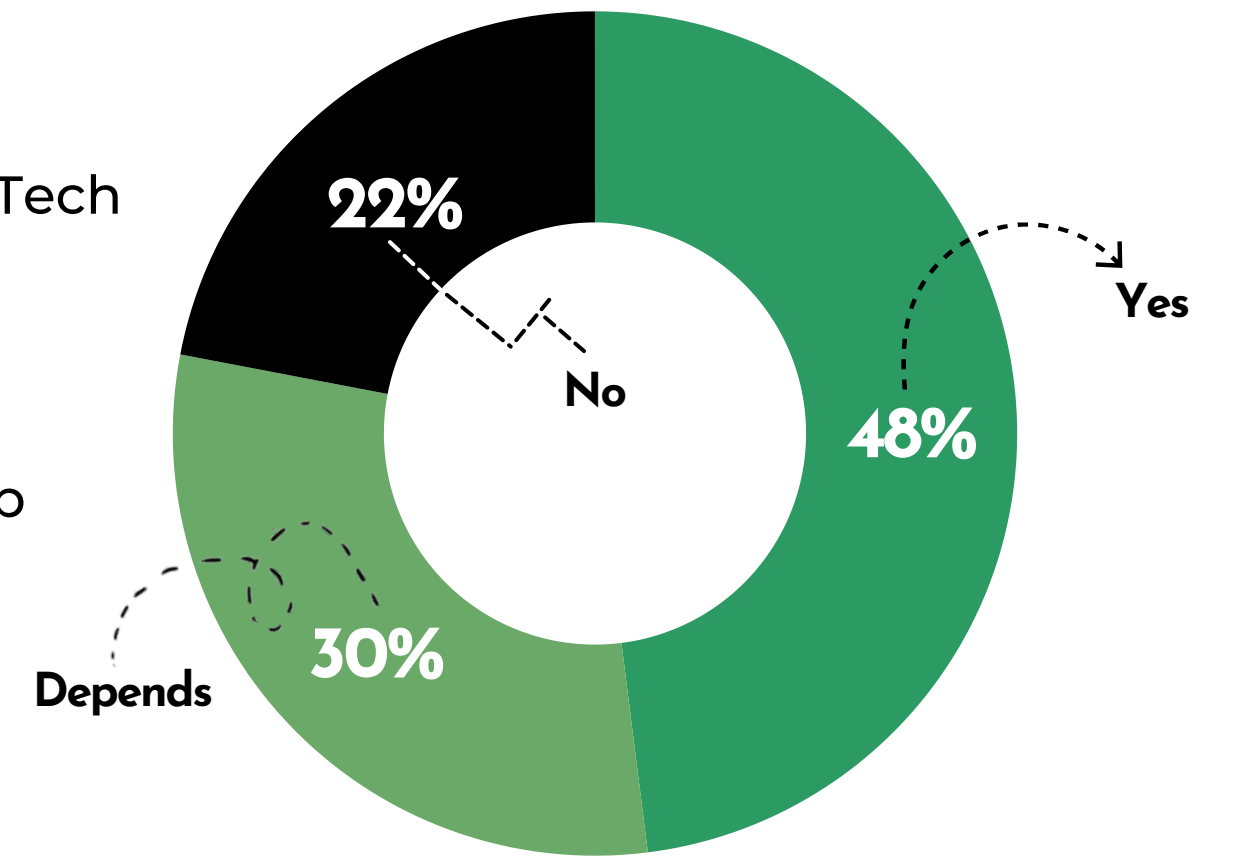
Work Environment



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)



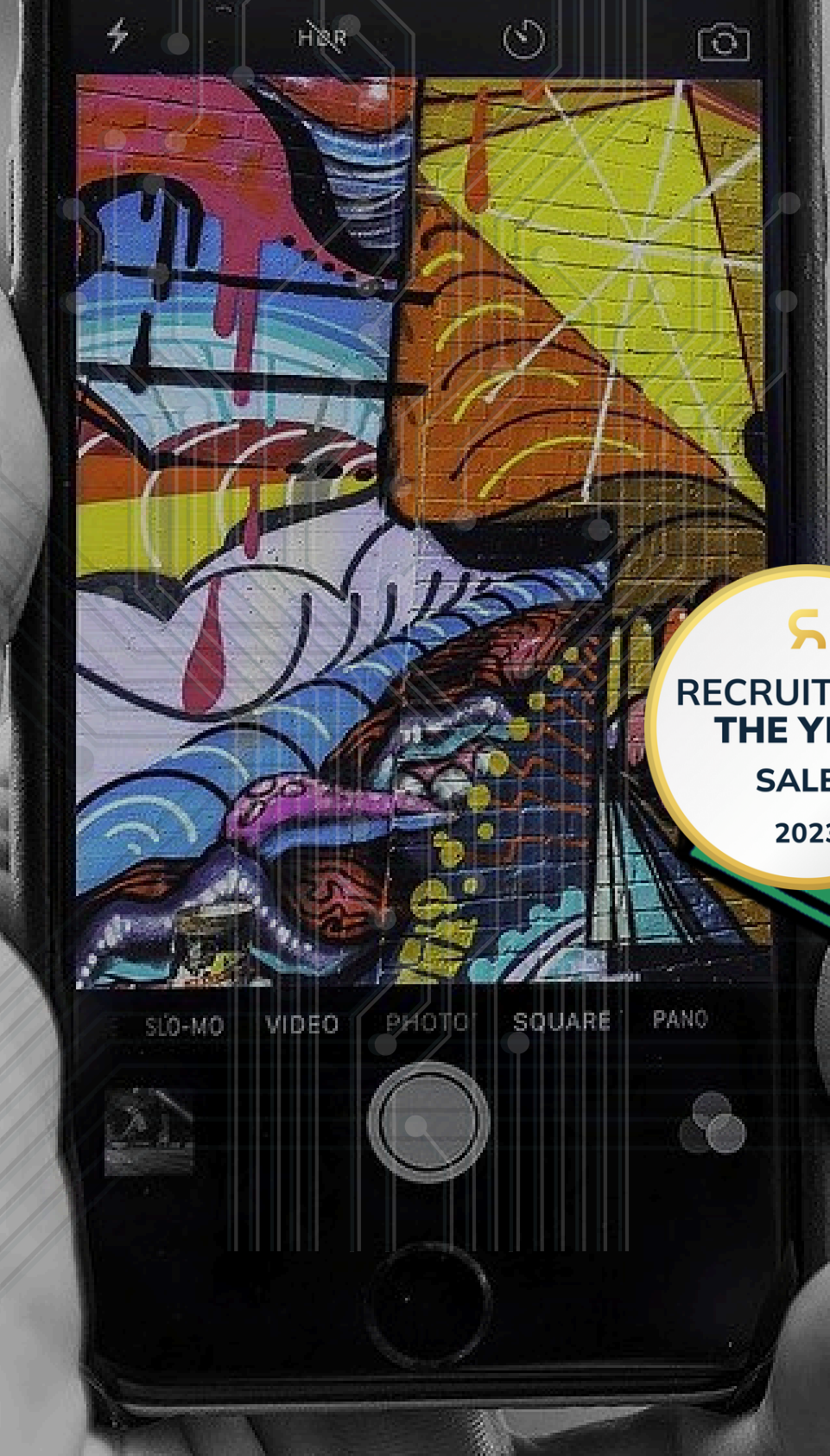
JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Sales Engineer	SMB	N/A	116K
Sales Engineer	Mid-Market to Enterprise	N/A	183K

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




**RECRUITER OF
THE YEAR**
SALES
2023


**AGENCY OF
THE YEAR**
SALES
2023


**RECRUITER OF
THE YEAR**
MARKETING
2023



rdsa / LEADING IN
THE WORLD
OF WORK
CORPORATE
MEMBER

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