

2025 SALARY GUIDE

Sales in Tech & SaaS



pulse
recruitment

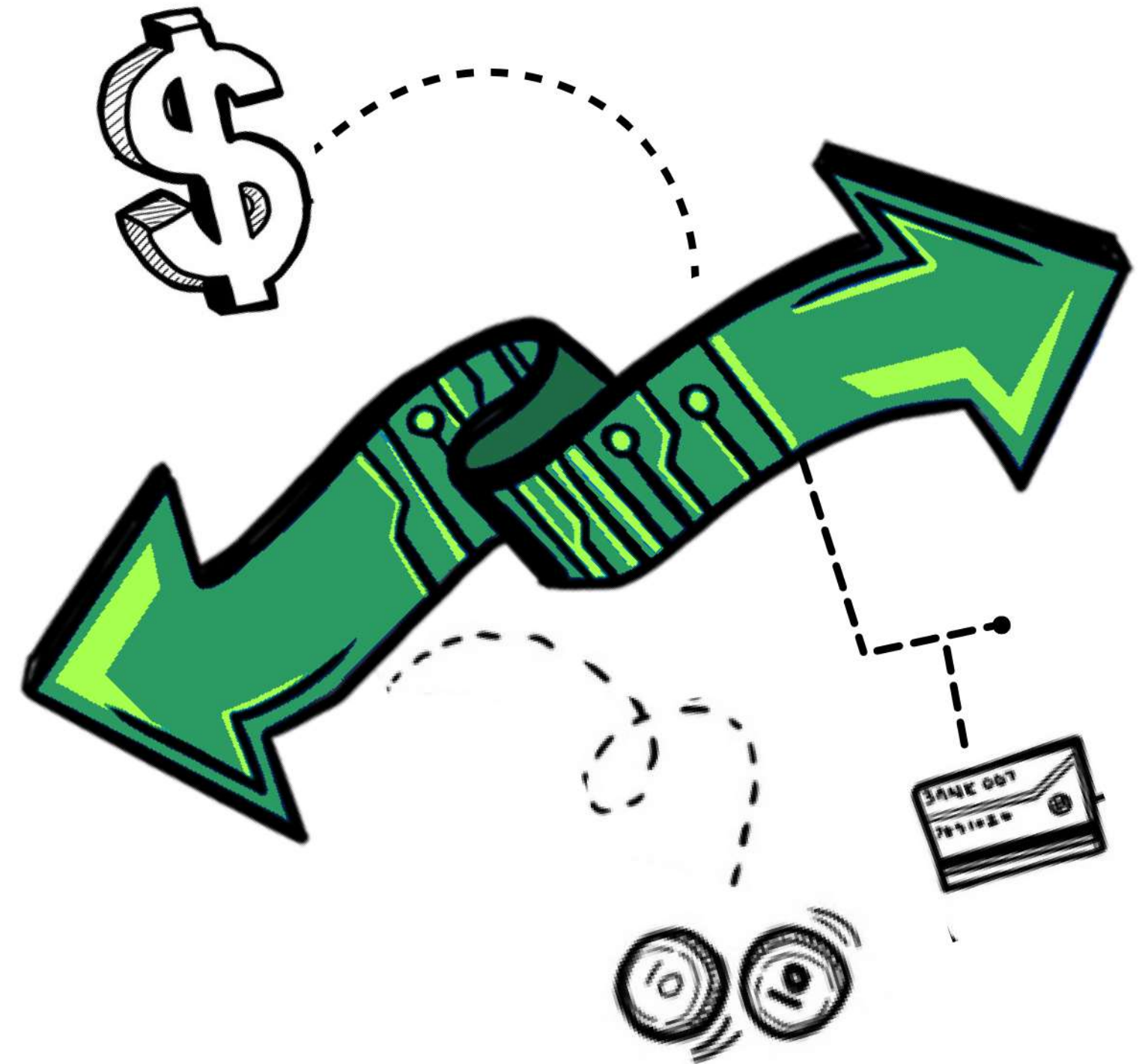


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ABOUT PULSE RECRUITMENT



Pulse Recruitment connects high-performing sales professionals with Australia's technology sector. For over 20 years, we've built a reputation as trusted experts in tech sales recruitment, partnering with businesses from high-growth startups to global technology vendors.

We understand the complexities of SaaS, cloud, enterprise software, and IT services sales, enabling us to attract candidates who deliver measurable revenue growth. Backed by data-driven strategies and a deep network of pre-screened talent, we ensure every placement drives both immediate impact and long-term value.

93%

Engagement to fill
ratio on an exclusive
basis

13.5
working
days

Average time from
initial job brief to
candidate offer

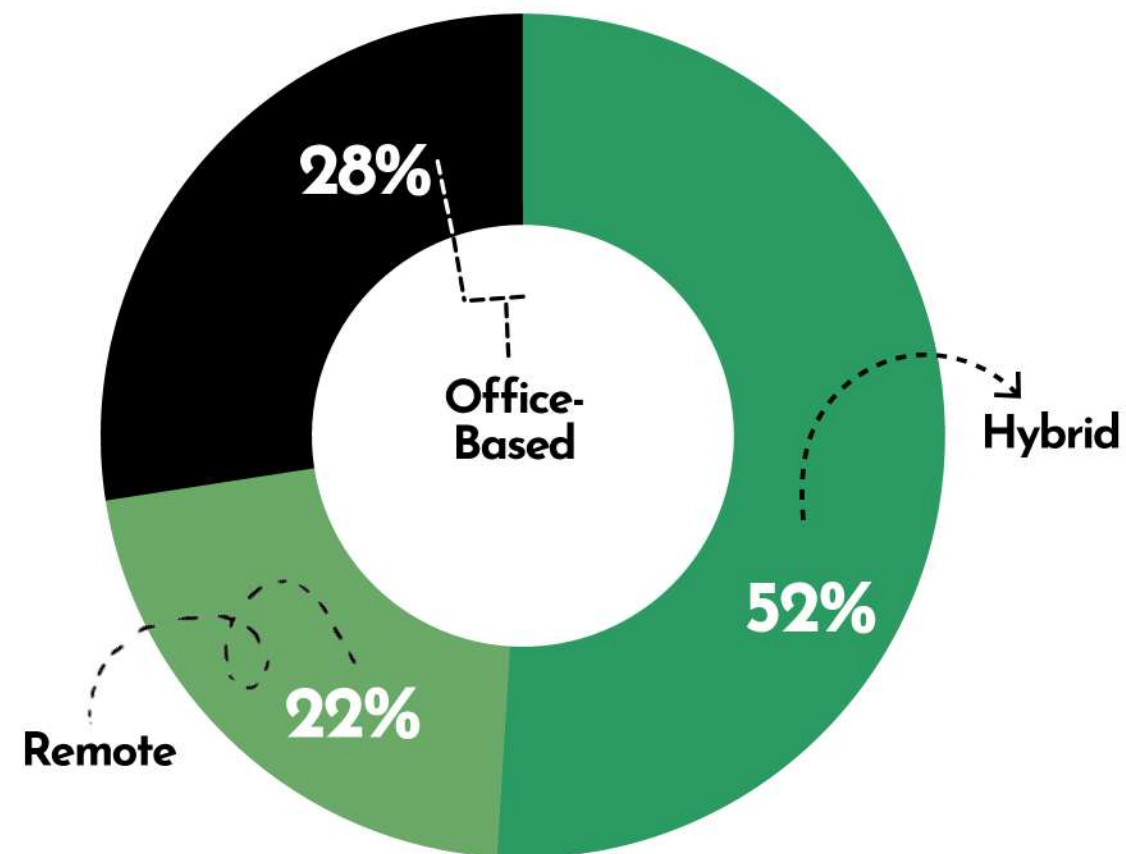
97%

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 2024 and 2025.

PARTICIPANT KEY INSIGHTS

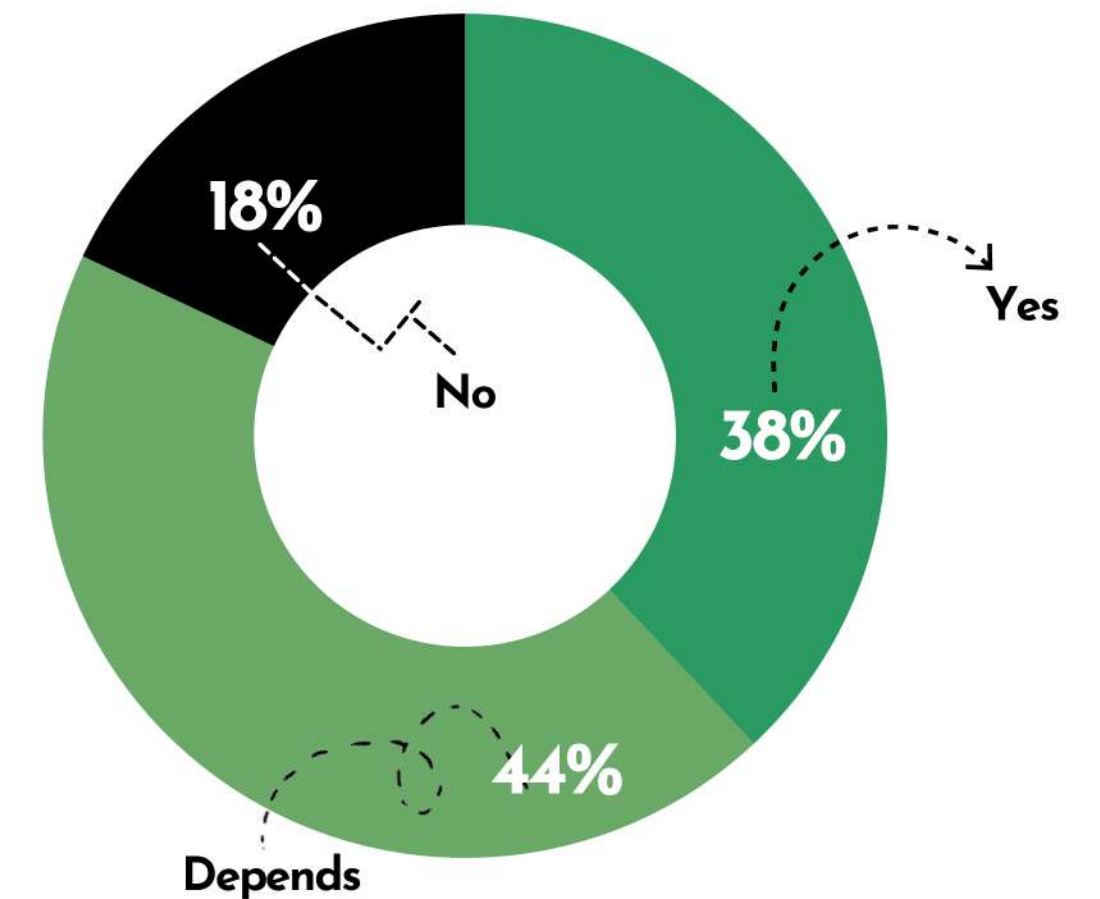
Work Environment



Top 3 Highest Paid Industries

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

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	70K - 130K	100K
Account Executive/BDM	Mid-Market	120K - 160K	140K
Account Executive/BDM	Enterprise	150K - 225K	187.5K

ACCOUNT MANAGEMENT

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



JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Account Manager	SMB	70K - 120K	95K
Account Manager	Mid-Market	100K - 125K	112.5K
Key Account Manager	Enterprise	135K - 200K	167.5K

CHANNEL SALES

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



JOB TITLE	MARKET SEGMENT	RANGE	AVERAGE
Channel Sales Manager	Resellers / Smaller Partners	110K - 140K	125K
Channel Sales Manager	Vendor Management / Larger Partners	150K - 190K	170K

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	210K - 270K	240K
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	65K - 95K	80K
Sales Development Rep	Mid-Market to Enterprise	80K - 115K	97.5K
Sales Development Team Lead	N/A	100K - 130K	115K

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

