

20/20 VISION: FOCUS ON COMPENSATION

A circular graphic with a dark blue background and a light blue crosshair. The text "MID YEAR UPDATE" is written in white, bold, sans-serif capital letters across the center of the crosshair.

**MID YEAR
UPDATE**



SUPPLY & DEMAND

Our current fluctuating economy has increased the candidate pool. However, a positive candidate experience is imperative to convert applicants to employees. Companies are still hunting for and paying a premium to secure specific high demand skill sets. They are continuing to offer relocation packages and incorporating remote work as standard protocol for the foreseeable future.

CURRENT TRENDS

The onset of 2020 brought a significant increase (13%) in average salaries and total earnings for more specialized roles such as eCommerce, Demand Generation, SaaS, and Enterprise Sales. As the job landscape has shifted in recent months, the demand for specialized skill sets has expanded to roles such as Customer Success and Chief Revenue Officer, allowing these positions to command a competitive compensation. Employee compensation, including pay equity increases, is projected to grow in the remainder of the year, with only a slight decrease in percentage than originally planned. Salary increase budgets also reflect a bit of pruning. 84% of organizations expect to pay some form of increase in the remaining months of 2020 and 70% of those organizations are adhering to their original projection of a 3-4% increase.

LOOKING AHEAD

The future of compensation looks bright for 2021, indicating many organizations project a return to normalcy on the horizon. Companies are predicting only slightly lower than average salary increases in the coming year - 2.7-2.8% rather than the pre-pandemic budgeted 3%. In fact, 93% of organizations are planning pay increases in 2021. Bonus projections reflect a similar mindset. 3 out of 4 organizations are planning to award annual performance bonuses next year (roughly the same percentage as this year) with slight decreases applied. A recent SHRM report stated, "Companies will remain cautious and continue to adopt strategies that attempt to balance employee engagement with protecting their core business."

SALES & MARKETING SALARY TRENDS

JOB TITLE	AVERAGE TENURE	SALARY RANGE	OVERALL TOTAL EARNINGS
Sales Entry Level	0 - 1 Years	\$43k-\$55k	\$50k-\$75k
Sales Junior (Inside)	1 - 3 Years	\$55k-\$85k ↑	\$55k-\$80k
Sales Junior (Outside)	1 - 3 Years	\$59k-\$85k ↑	\$80k-\$130k
Sales/Business Development/Account Executives (non-mgmt)*	4 - 9 Years	\$85k-\$135k ↑	\$110k-\$225k
Senior Sales (non-mgmt)	10 - 25 Years	\$110k-\$225k ↑	\$200k-\$500k
Sales Operations/Enablement (non-mgmt)	5 - 15 Years	\$95k-\$275k ↑	\$125k-\$330k
Sales Manager (overseeing 1-4)	5 - 12 Years	\$110k-\$170k	\$125k-\$280k
Sales Director (overseeing 4-15)	10 - 20 Years	\$150k-\$300k ↑	\$195k-\$375k
VP Sales	10 - 20 Years	\$185k-\$350k ↑	\$290k-\$775k
CRO / CSO	15+ Years	\$300k-\$495k	\$375k-\$850k

JOB TITLE	AVERAGE TENURE	SALARY RANGE	AVERAGE BONUS
Marketing Entry Level	0 - 1 Years	\$42k-\$55k	0 - 10%
Marketing Junior Level	1 - 3 Years	\$53k-\$75k ↑	0 - 10%
Marketing/Social Media/ Digital/ Brand (non-mgmt)	4 - 8 Years	\$82k-\$122k ↑	5 - 18%
Senior Marketing (non-mgmt)	10 - 22 Years	\$101k-\$155k ↑	10 - 20%
Marketing Analysis/Research	5 - 15 Years	\$78k-\$130k	5 - 20%
Marketing Manager (managing 1-3)	5 - 10 Years	\$105k-\$155k ↑	10 - 20%
Marketing Director (overseeing 4-15)	10 - 22 Years	\$135k-\$240k ↑	10 - 30%
VP Marketing	12 - 25+ Years	\$185k-\$350k ↑	15 - 30%
Chief Marketing Officer	15+ Years	\$225k-\$575k	15 - 30%

*Note: New Business professionals ("Hunters") earn a slightly lower salary and a much higher commission compared to Account Managers ("Farmers")

These ranges reflect nearly 1100 company and candidate-sourced compensation levels across the U.S.
Contact us for additional information about your specific region and position!