

2019

Salary Report



Overview

It's not hard to see why sales is such an appealing career. It thrives on change, building relationships and making serious money. From the outside, it looks like the perfect career for anyone who aspires to work with people, be innovative, creative or a number cruncher. The opportunity to earn an attractive salary is also apparent, as we look further into below.

Below, we have collected data on salaries in the sales industry, based on the job adverts recruiters posted in 2018-19, and compared them with the data collected in 2017-18.

In 2019, the overall average salary recorded for sales jobs increased by 1.17% on Simply Sales Jobs.

Pharmaceutical Sales saw the largest increase in average salaries advertised on Simply Sales Jobs in 2019. Recruiters offered on average 30.23% more than they did in 2018.

Professional Sales roles also benefited from a jump in salaries advertised, by 27.96%.

Area Sales Manager average salaries advertised increased from £37,744.42 to £46,865.49, a 24.17% rise.

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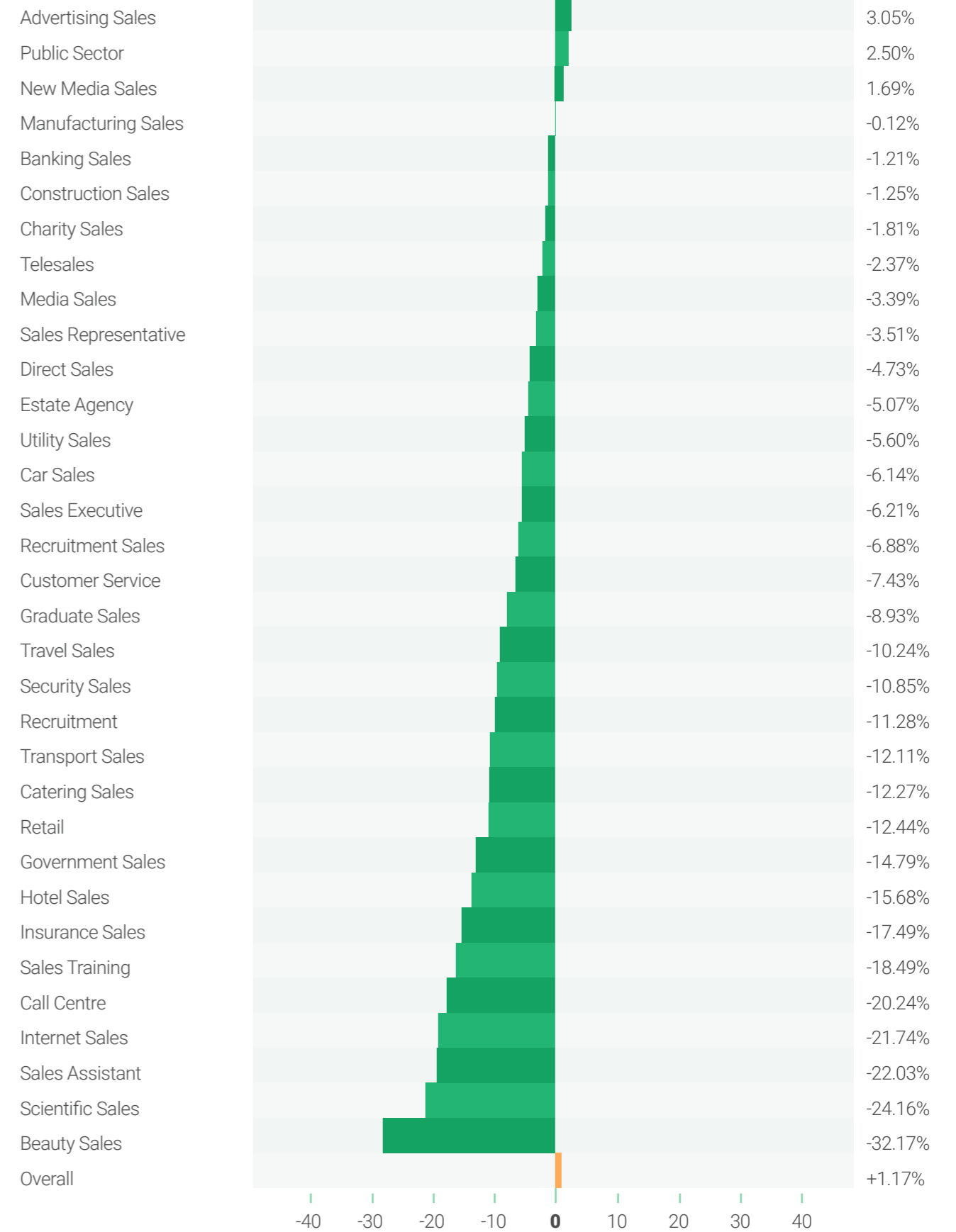
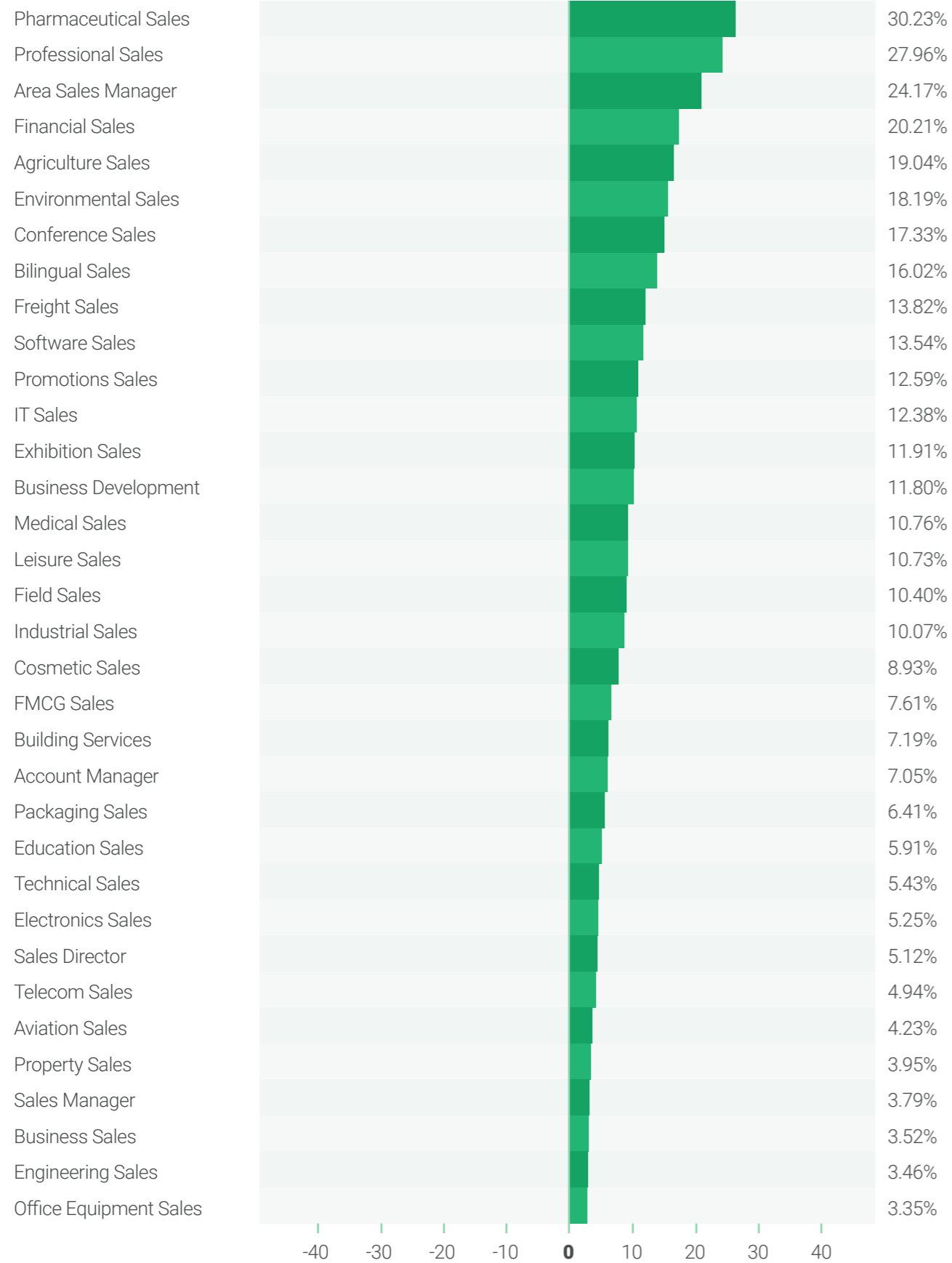
Beauty Sales saw the biggest decrease in average salary, dropping from £38,796.30 in 2018 to £26,315.79 in 2019.

Graduate Sales roles also decreased in salary, by 8.93%. In 2018, the role offered an average of £26,099.34. In 2019, it was £23,769.46.

You can see the specific figures in the table below.




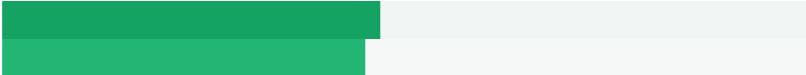
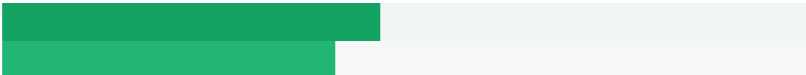
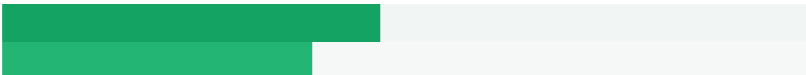
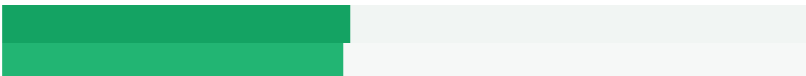
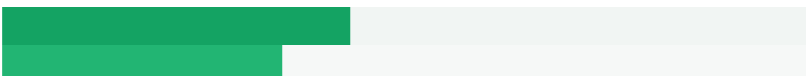
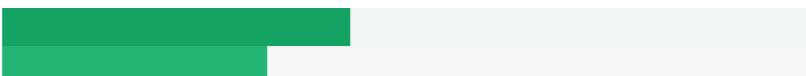
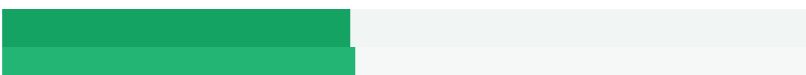
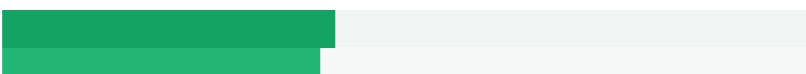
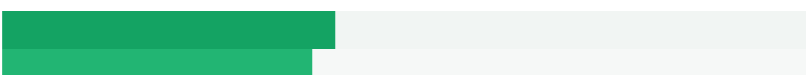
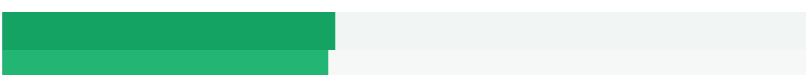

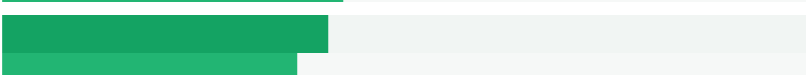
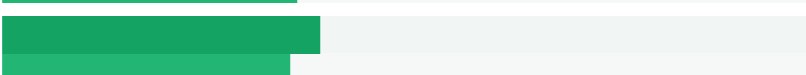
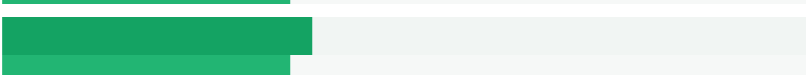
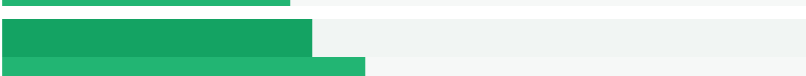
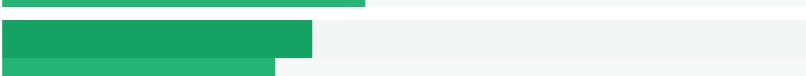


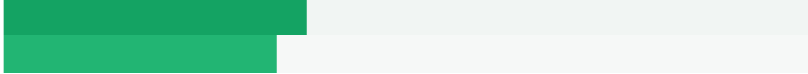
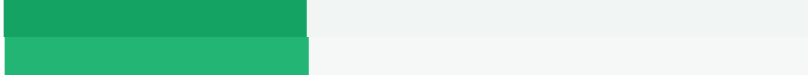
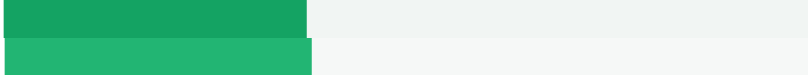


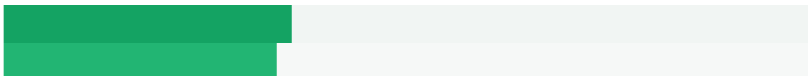
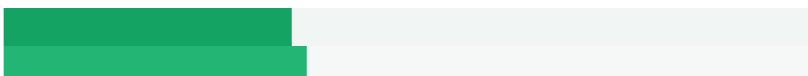
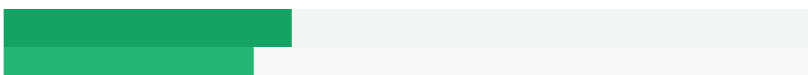
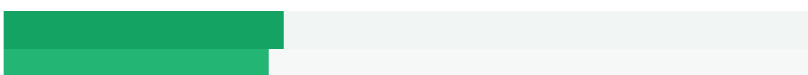

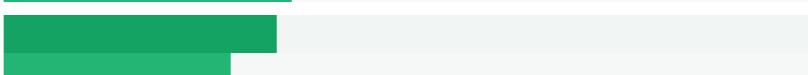
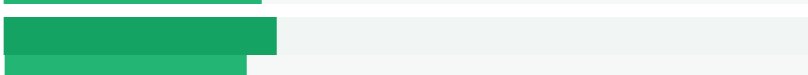
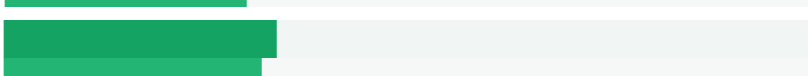
SALARY PERCENTAGE DIFFERENCE YOY



SALARY DIFFERENCE YOY

Salary 2018-19 Salary 2017-18

Sales Director		£72,806.75 £69,259.95
Software Sales		£53,292.08 £46,935.81
Professional Sales		£52,930.33 £41,364.60
Telecom Sales		£50,847.46 £48,454.55
IT Sales		£50,364.50 £44,816.85
Financial Sales		£50,312.50 £41,854.24
Sales Manager		£46,946.37 £45,233.75
Area Sales Manager		£46,865.49 £37,744.42
Pharmaceutical Sales		£46,818.18 £35,950.85
Banking Sales		£46,037.75 £46,602.56
Technical Sales		£44,502.12 £42,209.30
Packaging Sales		£44,351.85 £41,679.10
Public Sector		£44,218.75 £43,140.24
Utility Sales		£43,088.24 £45,646.07
Building Services		£42,758.62 £39,892.24
Industrial Sales		£42,183.54 £38,325.05
Cosmetic Sales		£41,666.67 £38,250.00
Government Sales		£41,388.89 £48,571.43
Freight Sales		£41,333.33 £36,315.79

Medical Sales		£40,619.50 £36,672.73
Manufacturing Sales		£40,147.06 £40,195.90
Construction Sales		£40,117.96 £40,626.57
FMCG Sales		£40,015.46 £37,186.15
Business Development		£39,769.40 £35,570.53
Engineering Sales		£39,177.35 £37,867.80
Account Manager		£38,775.98 £36,220.66
Agriculture Sales		£38,541.67 £32,378.05
Direct Sales		£38,211.68 £40,108.91
Promotions Sales		£38,000.00 £33,750.00
Office Equipment Sales		£37,833.33 £36,605.50
Electronics Sales		£37,812.50 £35,925.93
Field Sales		£37,610.46 £34,066.08
Charity Sales		£37,039.47 £37,720.59
Conference Sales		£36,309.52 £30,946.43
Aviation Sales		£36,153.85 £34,687.50
Exhibition Sales		£36,136.36 £32,291.67
Leisure Sales		£36,052.63 £32,560.00
Property Sales		£35,961.54 £34,595.67

SALARY DIFFERENCE YOY

Salary 2018-19 Salary 2017-18

Business Sales	£35,544.04 £34,337.05
Education Sales	£35,306.60 £33,336.86
New Media Sales	£34,424.97 £33,852.46
Security Sales	£34,375.00 £38,557.69
Bilingual Sales	£33,750.00 £29,090.91
Car Sales	£33,707.18 £35,913.15
Estate Agency	£33,385.42 £35,166.67
Sales Executive	£33,188.19 £35,386.87
Catering Sales	£32,934.78 £37,542.74
Travel Sales	£32,658.23 £36,384.89
Advertising Sales	£32,240.47 £31,287.70
Recruitment Sales	£32,216.00 £34,595.02
Sales Representative	£32,213.11 £33,385.98
Environmental Sales	£31,447.37 £26,607.14
Internet Sales	£30,833.33 £39,396.55
Recruitment	£30,324.91 £34,181.98
Hotel Sales	£30,000.00 £35,579.71
Media Sales	£29,986.11 £31,037.19
Telesales	£29,744.66 £30,467.31

Scientific Sales	£29,423.08 £38,796.30
Transport Sales	£29,200.00 £33,221.48
Insurance Sales	£27,596.15 £33,445.60
Retail Sales	£26,332.38 £30,074.26
Beauty Sales	£26,315.79 £38,796.30
Sales Training	£25,406.30 £31,167.82
Call Centre	£24,977.06 £31,315.33
Customer Service	£23,784.58 £25,693.43
Graduate Sales	£23,769.46 £26,099.34
Sales Assistant	£21,503.50 £27,578.95
Overall	£2,503,587.81 £2,474,520.15



Skills shortage

The sales industry is experiencing a serious skills shortage, particularly in the following roles:



Business Development



Sales Executive



Account Manager



Area Sales Manager



Sales Manager

In-demand skills

The skills currently most in demand are as follows:



Strategic and analytical thinking



Communication skills



Digital skills



Relationship-building ability



Consultative selling



Personalised customer service



Strategy execution



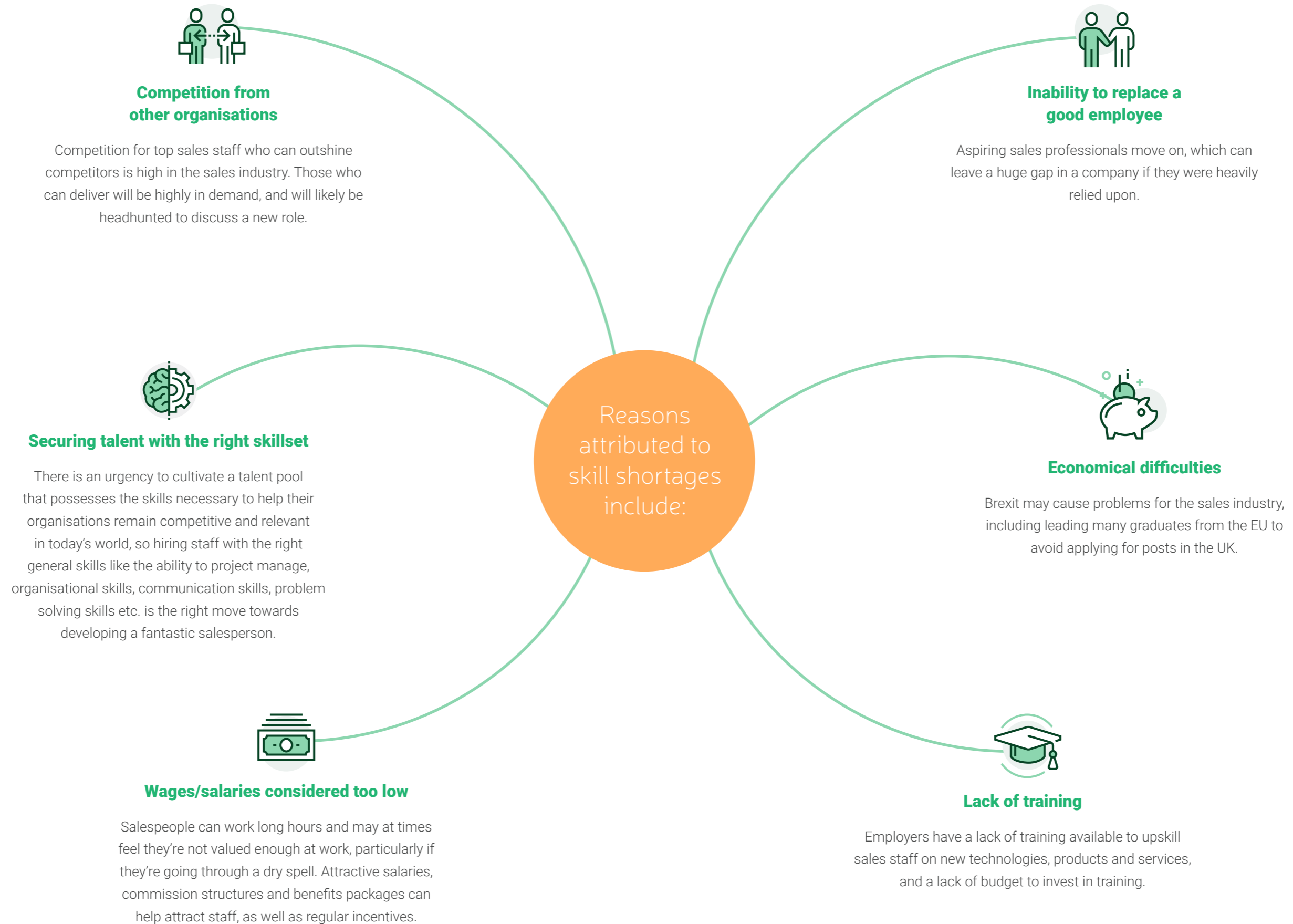
Business and leadership skills



Persistence



Tenacity



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