

# IS YOUR SALES COMPENSATION STRATEGY OPTIMIZED FOR SUCCESS?

## A TYPICAL IT STAFFING FIRM:



Early Career Sales person  
with < 2 years experience

Salary: **\$60,000**  
Incentive Comp: **\$25,000**  
Total Comp: **\$85,000**



Mid-level Sales person with  
2-10 years experience

Salary: **\$75,000**  
Incentive Comp: **\$71,600**  
Total Comp: **\$146,600**



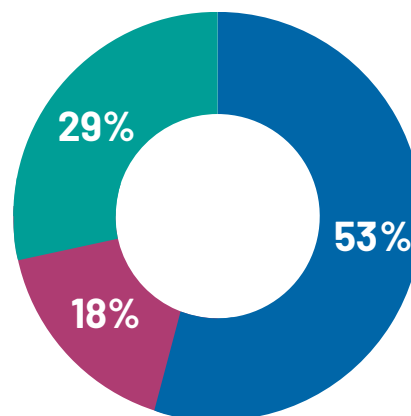
Senior Sales person with  
> 10 years experience

Salary: **\$97,500**  
Incentive Comp: **\$144,000**  
Total Comp: **\$241,500**

*\*Sales compensation data as reported in the 2024 TechServe Alliance Operating Practices Report, the industry's largest and most comprehensive benchmarking survey.*

## Is Your Sales Force Under-Performing?

Gross profit generated by  
individual sales professionals:



Under \$0.75M - 53%  
\$0.75M - \$1.5M - 29%  
Over \$1.5M - 18%

Sales people with **more than 50%** of their compensation coming from incentives generate **8 times** more gross profit than those with less than 25% of their compensation from incentives.

Contact TechServe Alliance to learn how our industry data and analysis can help you identify ways to become more competitive in the marketplace and increase your firm's profitability.

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