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SURVEY: INSIDE SALES COMPENSATION

April 2004

18% of WAFD members contributed to this survey as of March 19. The data represent member companies in Arizona, California, Oregon and Washington.

TRAINEE (WITH NO FASTENER EXPERIENCE)	
43% reported they pay an hourly rate	Low\$10.00 High\$14.00 Average\$11.33
43% reported they pay an annual salary	Low\$26,400 High\$35,000 Average\$30,850
14% reported they pay an annual salary plus a commission	\$24,000 + 3% of gross margin on booked sales
TRAINEE (WITH SOME FASTENER EXPERIENCE)	
40% reported they pay an hourly rate	Low\$10.75 High\$17.00 Average\$13.88
40% reported they pay an hourly rate plus a commission	\$10/hour + up to \$500/month \$14/hour + .5% of gross sales billed
20% reported they pay an annual salary	\$38,000
AFTER ONE YEAR	
29% reported they pay an hourly rate	Low\$11.00 High\$18.00 Average\$14.50
29% reported they pay an hourly rate plus a commission	\$10/hour + up to \$1,500/month \$16/hour + .5% of gross sales billed
13% reported they pay an annual salary	\$35-40,000
29% reported they pay an annual salary plus a commission	\$36,000 + 3% of gross margin on booked sales \$45,000 + \$1,700

AFTER TWO YEARS	
25% reported they pay an hourly rate	Low\$11.25 High\$19.00 Average\$15.13
25% reported they pay an hourly rate plus a commission	\$10/hour + up to \$1,800/month \$17.16-19.23/hour + .5% of gross sales billed
12% reported they pay an annual salary	\$40-45,000
38% reported they pay an annual salary plus a commission	\$42,000 + 3% of gross margin on booked sales \$30,000 + discretionary bonus depending on profitability \$50,000 + \$3,500
AFTER FIVE YEARS	
20% reported they pay an hourly rate	Low\$13.00 High\$20.00 Average\$16.50
30% reported they pay an hourly rate plus a commission	\$15/hour + .1% and up to \$800/month \$19.23-29.75/hour + .5% of gross sales billed
20% reported they pay an annual salary	\$50,000
30% reported they pay an annual salary plus a commission	\$33,600 + discretionary bonus depending on profitability \$56,000 + \$7,000

Additional comment: We have absolutely no set structure for hiring inside sales people. It is up to the manager that is hiring the person. We do like to try and promote from within the company whenever possible so, most of our sales people have come from other departments. We usually consider sales people as hourly employees. The only commissions we pay any sales people is for selling “dead inventory.”

Watch for our next survey: our annual financial review!