

ROBERT WALTERS

# HIRING INTENTIONS SURVEY 2015

## SALES

ROBERT WALTERS

We asked over 650 hiring managers across Australia for their hiring forecasts over the next six months, including their plans to take on new staff, at which level, and the prospect of salary increases.

Overall, 35% are likely to increase headcount over the next six months, up from 22% in 2014.

16% are looking to downsize, while half expect the size of their workforce to remain stable.



“The Australian economy has encountered some challenging headwinds in recent times, leaving businesses facing difficult questions about whether to expand headcount and at what level. Compared to last year, however, the survey tells us that confidence is starting to return to the recruitment market, with a significant rise in the number of organisations looking to onboard more staff. Yet as more employers invest in new hires – especially for permanent roles – the more difficult the challenge of sourcing the right professionals in sufficient numbers becomes.”

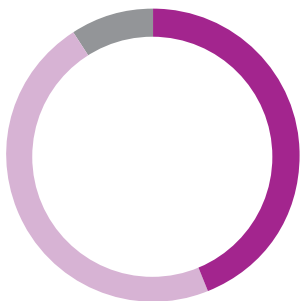
**James Nicholson**, Managing Director – ANZ

Six in ten hiring managers are focusing on permanent hires in 2015, 10% more than in 2014. Nearly nine in ten (87%) organisations looking to hire will be recruiting at the mid-level, 12% higher than in 2014.

39% of hiring managers anticipate rewarding their workforce with a salary increase this year.

## THE NEXT SIX MONTHS IN SALES HIRING INTENTIONS

### Sales Headcount Expectations



- 47% are expecting to increase headcount
- 44% are expecting headcount to remain stable
- 9% are expecting to downsize

Nearly half (47%) of sales hiring managers are set to boost headcount in 2015, a significant rise compared to a year ago (26%).

Only 9% are looking to downsize, a strong improvement on the first six months of 2015, during which 28% of sales hiring managers reported that headcount had decreased.

44% of sales hiring managers are expecting headcount to remain stable this year.



“Sales teams are the driving force behind a company’s revenue generating capacity, and a good blend of skills and specialist experience can make all the difference to your bottom line. Reflecting the need to improve new income streams and further grow existing business, we expect demand for proven sales professionals to climb this year. Many will expect salary uplifts, exciting opportunities and perks such as flexible work options to be persuaded into a new role.”

**Oliver Smith**, Manager, Melbourne





63% of Queensland employers are set to increase headcount over the next six months, more than any other state and higher than the 47% rate reported nationally.



“Queensland is home to a diverse array of thriving industries, many of which depend on high quality salespeople to manage existing relationships and develop new business. Rising recruitment of sales professionals also reflects the dynamism of the state’s economy, although as demand increases, so does competition for top staff. Furthermore, in the modern era, many jobseekers have access to a wealth of information about a company, its reputation and the values associated with its brand. By taking time to understand these, you will better be able to communicate your value proposition to potential employees.”

**Oliver Molinari**, Manager, Brisbane

**47%**

of sales employers expect to increase headcount over the next six months



## PERMANENT VS CONTRACT HIRING

**Will a majority of your sales hires be permanent, contract or a mix of both?**



Four-fifths of sales hiring managers are focusing on permanent hires in 2015, a 22% increase since 2014 (58%).

This shift is reflected by the anticipated decrease in those focussing on contractor hires (down 11%) or a mix of contract and permanent recruitment (also down 11%).



“A dominant contract market often indicates that employers are hesitant about the strength of the market, taking on employees for a shorter period of time or trialling professionals on a ‘try before you buy’ basis. With the ratio of permanent to contract hires having shifted considerably in sales, it’s clear that a greater share of businesses are developing a talent pipeline in anticipation of further growth.”

**Charles Linton**, Manager, Perth

**22%**

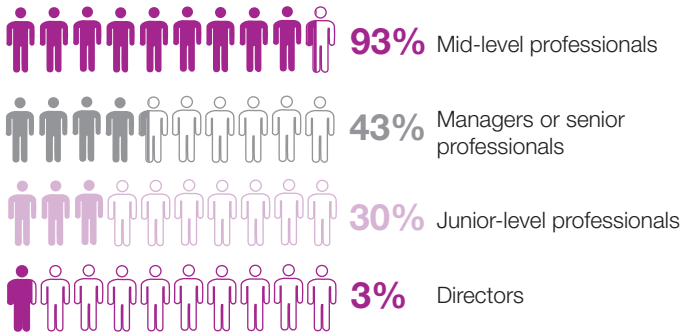
more sales managers expect to focus on permanent hires compared to 2014

## EXPERIENCE LEVEL REQUIREMENTS

An overwhelming number (93%) of organisations looking to hire sales professionals will be recruiting at the mid-level, an increase of 15% since 2014.

While hires of both senior and junior-level professionals are expected to remain steady, the survey forecasts a drop in director hires, from 9% to 3%.

### Sales Experience Level Requirements



“Competition is expected to be fiercest for mid-tier staff as businesses look to onboard professionals who bring both experience and future leadership potential. Sales professionals at this level may be characterised as driven solely by remuneration, yet the scale of demand for their services means that apparently minor influences – such as time to hire – can make a substantial difference to the success of your recruitment strategies.”

**David McMaster**, Manager, Sydney

# 93%

of sales hires will be mid-level professionals

## REMUNERATION

Four in ten (40%) sales hiring managers anticipate rewarding their workforces with a salary increase this year, 5% more than in 2014.

Furthermore, the number predicting wage cuts has more than halved, from 5% to 2%.

Half of employers in South Australia will be looking to boost pay packets this year, more than any other state.



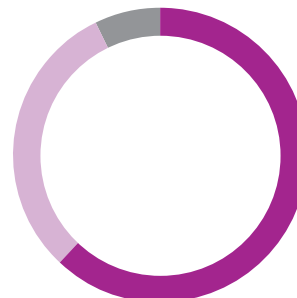
“Only 2% of employers are set to cut salaries this year, with many expecting to boost remuneration both to attract and retain quality sales professionals. That said, while it’s important to benchmark pay at market rates, consider what else you can offer to maximise the attractiveness of your brand. Issues such as flexible working, career development, and the chance to regularly engage with senior management all rate highly in the career expectations of most professionals, especially those from the younger, ‘millennial’ generation.”

**Giuseppe Nasca**, Manager, Adelaide

### Sales Remuneration Expectations



### What effect will wage pressures have on your organisation’s ability to hire sales professionals over the next six months?











66% of organisations say sales hiring will not be affected by wage pressures in 2015, a year-on-year increase of 11%.










■ 66% say wage pressures will not affect ability to hire  
 ■ 28% say wage pressures will mean taking on fewer new employees  
 ■ 6% say wage pressures will lead to redundancies

## SECTORS AT A GLANCE

### Organisations that are likely to hire in the next six months:

Banking & Financial Services		37%
FMCG		34%
Leisure/Travel/Hospitality		21%
Manufacturing/Construction		32%
Media		39%
Natural Resources		24%
Pharmaceuticals		33%
Professional Services		48%
Property		50%
Public Sector		18%
Retail		43%
Telco		35%

### Organisations that are planning wage increases in the next six months:

Banking & Financial Services		39%
FMCG		56%
Leisure/Travel/Hospitality		43%
Manufacturing/Construction		23%
Media		28%
Natural Resources		22%
Pharmaceuticals		42%
Professional Services		36%
Property		47%
Public Sector		38%
Retail		43%
Telco		39%

## CONTACT

### Adelaide

Tel: +61 (0) 8 8216 3500

Email: [adelaide@robertwalters.com.au](mailto:adelaide@robertwalters.com.au)

### Brisbane

Tel: +61 (0) 7 3032 2222

Email: [brisbane@robertwalters.com.au](mailto:brisbane@robertwalters.com.au)

### Melbourne

Tel: +61 (0) 3 8628 2100

Email: [melbourne@robertwalters.com.au](mailto:melbourne@robertwalters.com.au)

### Perth

Tel: +61 (0) 8 9266 0900

Email: [perth@robertwalters.com.au](mailto:perth@robertwalters.com.au)

### Sydney

Tel: +61 (0) 2 8289 3100

Email: [sydney@robertwalters.com.au](mailto:sydney@robertwalters.com.au)

### North Sydney (Chatswood)

Tel: +61 (0) 2 8423 1000

Email: [chatswood@robertwalters.com.au](mailto:chatswood@robertwalters.com.au)

### Western Sydney (Parramatta)

Tel: +61 (0) 2 8836 3600

Email: [parramatta@robertwalters.com.au](mailto:parramatta@robertwalters.com.au)

