



The IT sales market remained consistent, with sales teams continuing to grow, creating ample opportunities for professionals in this sector. 'Starts ups' continue to be a key focus area for the majority of candidates, as they offer the opportunity to grow with an emerging brand in a less defined sales environment.



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HOT ON THE AGENDA OF A HIRING MANAGER

There was an increase in the requirement for business development managers as their skillset continues to be the most sought after. Due to the competition within the market, companies are looking for account managers with a business development background in specific brand account roles to drive new business forward, rather than professionals who only have account management skills.

ADVICE FOR HIRING MANAGERS

Acknowledging what candidates are looking for in a new role is vital to the attraction and retention of staff in the IT sales sector. In the existing market, organisations tend to be too focused on determining whether a candidate is viable for their organisation and forgetting to appeal to the candidate in the process. Top talents will have more than one option therefore companies must ensure they understand their requirements at interview stage.

SALARY STATUS 2016 AND 2017

Salaries remained consistent throughout 2016, with the biggest increases aligned with candidates in the newer technologies space such as machine learning and cyber security.

In 2017, predictions see similar trends continue Australia-wide. As demand for emerging skills sets increases and the skill gap widens, companies will need to be prepared to offer greater salaries, flexible work arrangements and defined career pathways to win over top talent.

2016 GAME CHANGERS

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EXPERIENCE WHICH IS HARD TO FIND

- Big Data
- Cyber security
- Digital skills



TOP PREDICTIONS FOR 2017

- Candidates will continue to pursue roles within new technologies sector and in start up organisations. In order to secure these positions candidates will need to have relevant experience within the technologies sector or an established network from which they can build relationships.
- The demand for business development candidates will remain consistent to help drive revenue growth.

INFORMATION TECHNOLOGY SALES

ROLE	PERMANENT	ON-TARGET EARNINGS
	SALARY PER ANNUM AUD (\$)	(\$)
Inside sales	50 – 80k	N/A
Sales support	50 – 60k	N/A
Account Executive	60 – 90k	117k+
Account Manager	90 – 110k	143k+
Account Director	120 – 150k	210k+
Junior Business Development Manager	90 – 120k	168k+
Senior Business Development Manager	120 – 150k	225k+
Channel Manager	90 – 120k	156k+
Partner Manager	120 – 150k	210k+
Pre-sales	175 – 200k	260k+

NB: Figures are salaries inclusive of superannuation, but exclusive of benefits/bonuses unless otherwise specified.

