



Incentive Marketing Association

## Incentive Trends and Industry Compensation Study

Not surprising, IMA members responding to the 2009 Trends and Compensation Study told us their number one challenge in 2010 will be dealing with the impact of the stalled economy. Developing new customers was a close second. For this reason, 35% of the respondents told us formulating key strategic partnerships to open new markets will be the most effective thing they can do to drive business in 2010.

The results of the study also showed little change in earnings compared to compensation levels reported in the 2007 study. In 2009, the majority of respondents (47%) indicated their organization's senior management earned in excess of \$150K annually. The majority of VP or Director of Sales earned between \$125K-\$150K, though 21% of the respondents reported their senior sales management earned in excess of \$150,000. On average, top performing sales people salaries ranged between \$75K to \$100K. Majority of project managers earned between \$50K - \$75K, while project coordinators typically earned between \$25K to \$50K. Majority of customer service reps (63%) also earned \$25K to \$50K annually.

Fifteen percent of IMA's membership responded to the survey.

### IMA Compensation and Industry Trend Survey

1) Please indicate your primary role in the industry: (Choose only one.)

Advertising / Sales Promotion Agency

■ 3% => 3 votes

Consultant

■ 7% => 7 votes

Manufacturers Representative

■ 21% => 22 votes

Promotional Products Consultant

■ 2% => 2 votes

Gift Card Company / Gift Card Services Provider

■ 17% => 18 votes

Incentive House / Performance Improvement Company / Recognition Company

■ 25% => 26 votes

Manufacturer / Merchandise Supplier / National Marketing Company

■ 19% => 20 votes

Travel Supplier

■ 4% => 4 votes

Other

■ 2% => 2 votes

2) Please indicate who your primary customer is (You may answer more than one. - Hold the "Ctrl" key to select multiple answers) :

Distributor / Promotional Product Consultant

■ 20% => 38 votes

Incentive House / Performance Improvement Company

■ 31% => 60 votes

Advertising / Sales Promotion Agency

■ 12% => 23 votes

Travel Supplier

■ 3% => 5 votes

End User

■ 28% => 53 votes

Other

■ 6% => 12 votes

3) Please choose your top three challenges in the coming year (Hold the "Ctrl" key to select multiple answers) :

Developing new markets.

■ 21% => 66 votes

Managing through procurement and maintaining margins.

■ 8% => 26 votes

Retaining top talent.

■ 1% => 3 votes

Company downsizing.

■ 3% => 8 votes

Economic conditions.

■ 23% => 71 votes

Meeting new and higher expectations of customers.

■ 7% => 23 votes

Demonstrating ROI to executives of your own company.

■ 5% => 16 votes

Demonstrating ROI to customers.

■ 8% => 26 votes

Educating the market on your offer.

■ 11% => 35 votes

Navigating through Corporate America to find the right buyers.

■ 11% => 35 votes

Other

■ 1% => 2 votes

4) If you could do ONE thing this year to drive more business, which of the following would you choose?

Advertise more.

■ 5% => 5 votes

Hire more sales people.

■ 9% => 9 votes

Utilize PR and Social Media.

■ 6% => 6 votes

Product / sales training for our sales channel.

■ 11% => 11 votes

Target specific vertical markets.

■ 20% => 21 votes

Formulate key strategic partnerships to open new markets.

■ 35% => 36 votes

Participate in more trade shows.

| 1% => 1 votes

Acquire a competitor.

■ 6% => 6 votes

Acquire a company with a complimentary product line.

■ 6% => 6 votes

Other

| 3% => 3 votes

5) In order to get a read on industry job classifications and earnings opportunities, we would appreciate you responding to the positions below that are applicable to your business by indicating a salary range. We understand that all job titles may not be exact. **All responses are confidential** through a third party service. No individual responses will be shared.

Job Title: Senior Management

Over \$150K

. 47% => 49 votes

\$125K to \$150K

■ 17% => 18 votes

\$100K to \$125K

■ 13% => 14 votes

\$75K to \$100K

■ 7% => 7 votes

\$50K to \$75K

| 1% => 1 votes

\$25K to \$50K

■ 0% => 0 votes

Under \$25K

■ 0% => 0 votes

Not Applicable

■ 14% => 15 votes

Job Title: Sales Management (VP or Director of Sales)

Over \$150K

■ 21% => 22 votes

\$125K to \$150K

■ 21% => 22 votes

\$100K to \$125K

. 17% => 18 votes

\$75K to \$100K

■ 19% => 20 votes

\$50K to \$75K

■ 4% => 4 votes

\$25K to \$50K

. 1% => 1 votes

Under \$25K

. 1% => 1 votes

Not Applicable

. 15% => 16 votes

Job Title: Sales Person (Top Performing)

Over \$150K

■ 12% => 12 votes

\$125K to \$150K

■ 13% => 13 votes

\$100K to \$125K

■ 19% => 20 votes

\$75K to \$100K

. 26% => 27 votes

\$50K to \$75K

■ 15% => 16 votes

\$25K to \$50K

. 2% => 2 votes

Under \$25K

. 0% => 0 votes

Not Applicable

■ 13% => 14 votes

Job Title: Project Manager or Account Manager

Over \$150K

. 0% => 0 votes

\$125K to \$150K

■ 0% => 0 votes

\$100K to \$125K

■ 7% => 7 votes

\$75K to \$100K

. 26% => 27 votes

\$50K to \$75K

. 35% => 36 votes

\$25K to \$50K

. 13% => 13 votes

Under \$25K

■ 0% => 0 votes

Not Applicable

■ 20% => 21 votes

Job Title: Project Coordinator or Account Coordinator

Over \$150K

■ 0% => 0 votes

\$125K to \$150K

. 0% => 0 votes

\$100K to \$125K

. 0% => 0 votes

\$75K to \$100K

. 5% => 5 votes

\$50K to \$75K

■ 28% => 29 votes

\$25K to \$50K

■ 44% => 46 votes

Under \$25K

. 1% => 1 votes

Not Applicable

. 22% => 23 votes

Job Title: Buyer

Over \$150K

■ 0% => 0 votes

\$125K to \$150K

. 1% => 1 votes

\$100K to \$125K

■ 3% => 3 votes

\$75K to \$100K

■ 9% => 9 votes

\$50K to \$75K

■ 25% => 26 votes

\$25K to \$50K

■ 11% => 11 votes

Under \$25K

. 1% => 1 votes

Not Applicable

. 51% => 53 votes

Job Title: Proposal Writer or Solution Designer

Over \$150K

■ 1% => 1 votes

\$125K to \$150K

■ 1% => 1 votes

\$100K to \$125K

■ 1% => 1 votes

\$75K to \$100K  
. 13% => 14 votes

\$50K to \$75K  
. 22% => 23 votes

\$25K to \$50K  
■ 12% => 12 votes

Under \$25K  
■ 0% => 0 votes

Not Applicable  
■ 50% => 52 votes

Job Title: Customer Service Rep or Call Center Rep

Over \$150K  
. 0% => 0 votes

\$125K to \$150K  
. 0% => 0 votes

\$100K to \$125K  
| 1% => 1 votes

\$75K to \$100K  
. 0% => 0 votes

\$50K to \$75K  
■ 7% => 7 votes

\$25K to \$50K  
. 63% => 66 votes

Under \$25K  
■ 7% => 7 votes

Not Applicable  
■ 22% => 23 votes

I would like to receive the full report of this survey.  
Please [click this link to opt in](#). This separate form will assure that your answers remain confidential.

Yes  
■ 87% => 90 votes

No  
■ 13% => 14 votes