



Salary Guide

Sales & Services

About the Salary Guide

Canada's Sales & Professional Services landscape is competitive, employing roughly 1.5 million professionals nationwide. While the sector has modestly grown year-over-year, more than 65% of its jobs are located in Toronto, the nation's largest city.

One of the most common questions jobseekers ask us is what they can expect for salary, so we've put together this all-inclusive, easy to search salary guide. It provides the most accurate salary information available on hiring trends across Canada, including:

- ✓ Top 10 In-Demand Sales & Services Skills
- ✓ The Most popular Workplace Benefits & Perks desired by Employees, ranked
- ✓ Salary ranges for over 30+ Jobs across North America's largest cities, based on our placements from 2016-17

How to Use this Guide

Use this guide as a tool for assessing your own organization's compensation against its competitors. By empowering yourself with the most up-to-date information, you will be better positioned to assess your next steps.

For more interview & CV advice, or social media etiquette go to www.talgroup.net/career-centre.

Hiring Trends

Most In-Demand Sales & Services Skills

Rapid technological growth in AI and machine learning has caused a great deal of change in this sector, creating opportunities for individuals who can optimize productivity with these programs but creating challenges for those who are less technological-savvy.

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|----------------------|-----------------------------|
| #1 CRM Systems | #6 SEO |
| #2 Digital Marketing | #7 Google Analytics |
| #3 B2B Sales | #8 Communications |
| #4 Adobe Photoshop | #9 Presales |
| #5 Salesforce | #10 Reporting & Forecasting |

60K

The median sales & marketing salary is 60K, up from \$56K in 2017. The Top 10% of earners in this sector make \$80k or more.

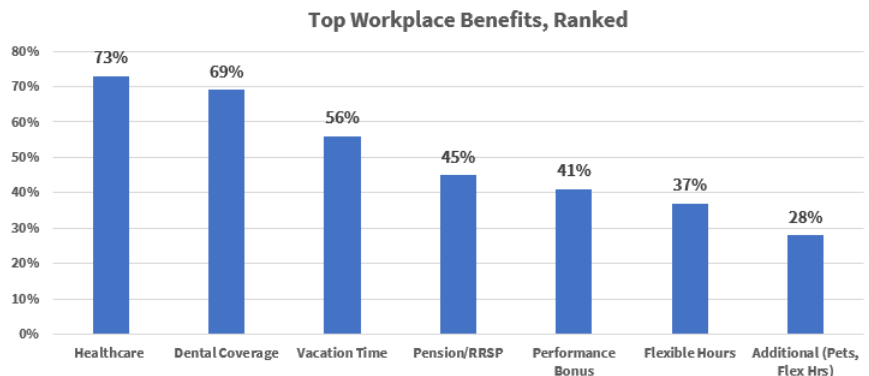
From a data from a study by Glassdoor, 2017

Most Popular Employee Perks & Benefits

When choosing between a high-paying role vs. a lower paying one with better benefits, the majority of sales & services employees agree that health & dental insurance matter more.

73%

Employees agree that they give heavy consideration to whether a role offers health insurance, over dental, RRSP or bonus benefits.



Data from a study by Monster .

Sales & Services Salaries: Canada



The average salary ranges below are expressed in thousand Canadian dollars. Data has been sourced from TAL Group's internal market research, in conjunction with data from Neuvoo, Payscale, Indeed & Glassdoor.

SALES

AVG. SALARY RANGE	TORONTO	VANCOUVER	CALGARY	OTTAWA	MONTREAL
SVP, Presales	125-175	125-160	100-145	120-140	90-120
VP, Presales	115-160	90-145	85-130	85-130	80-125
Sales Director	95-145	87-120	70-110	72-113	68-108
Account Manager	55-90	55-85	48-76	50-80	45-70
Business Dev Representative	38-75	40-75	35-70	35-68	35-65
Inside Sales Representative	30-60	30-55	28-52	30-55	28-50
Sales Assistant	30-55	30-52	30-61	30-45	25-48
Post-Sales Representative	50-72	48-70	46-65	40-65	35-60
Executive Sales Rep	65-92	62-90	55-85	50-70	45-70
Project Manager, Sales	72-95	70-90	65-88	68-90	55-85
BA/BSA	55-85	54-86	50-73	54-75	50-69
Implementation Consultant	56-72	50-69	52-65	52-70	48-62
Tech Engineers Consultant (Pre/Post-sales)	55-86	54-85	50-75	52-78	50-73

MARKETING

SALARY RANGE	TORONTO	VANCOUVER	CALGARY	OTTAWA	MONTREAL
Chief Marketing Officer	130-300	117-270	97-175	95-172	84-103
Vice President, Marketing	110-205	107-198	76-190	81-163	78-148
Marketing Director	70-158	63-146	67-145	58-137	58-110
Marketing Manager	60-125	55-115	52-102	56-110	53-87
Marketing Coordinator	35-73	35-67	32-67	36-64	38-53
Marketing Analyst	55-95	52-90	62-83	37-76	41-78
Marketing Assistant	36-70	35-70	32-63	32-56	36-61
Copywriter	40-65	38-67	35-55	35-58	35-55
Content Developer	58-93	47-78	45-67	48-73	47-78
Event Manager	50-85	48-75	45-70	48-75	40-68