



# ENTERPRISE ACCOUNT EXECUTIVE SNAPSHOT

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Treeline Snapshot: Salary, Compensation and Metrics

# INTRODUCTION

Companies have moved from selling On-Premise solutions to an annual subscription model.

As a result, the average person is no longer closing as many multimillion dollar deals, quotas are smaller, on target earnings are less and the gap between Account Executive and Enterprise Account Executive is shrinking.

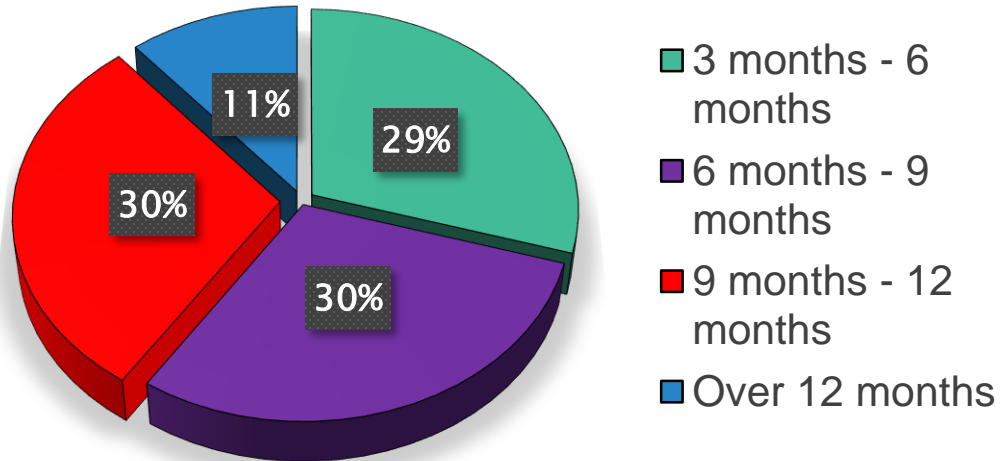
# ON-PREMISE VS SAAS

85% of Enterprise Account Executives that were surveyed are selling a SaaS model vs On Premise – confirming the trend that more companies are moving to a SaaS model for their business.

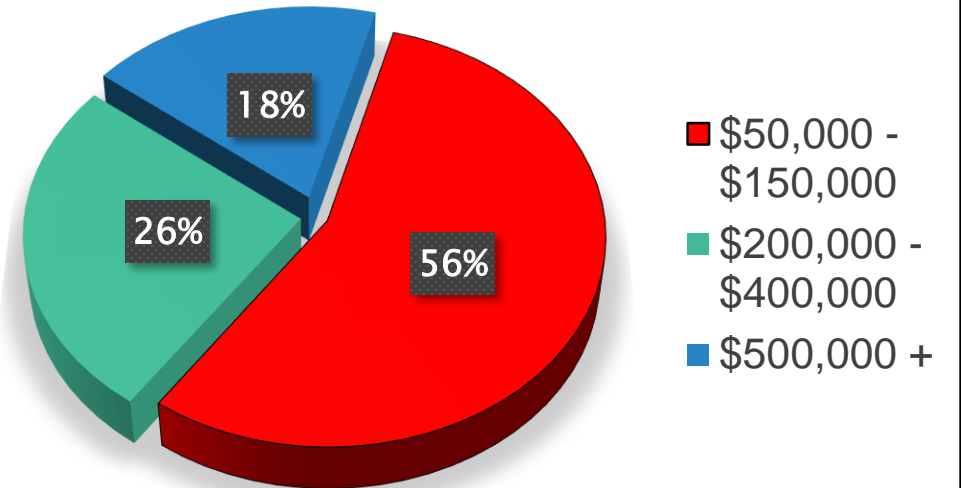


# AVERAGE SALES CYCLE & SIZE

## Average Sales Cycle

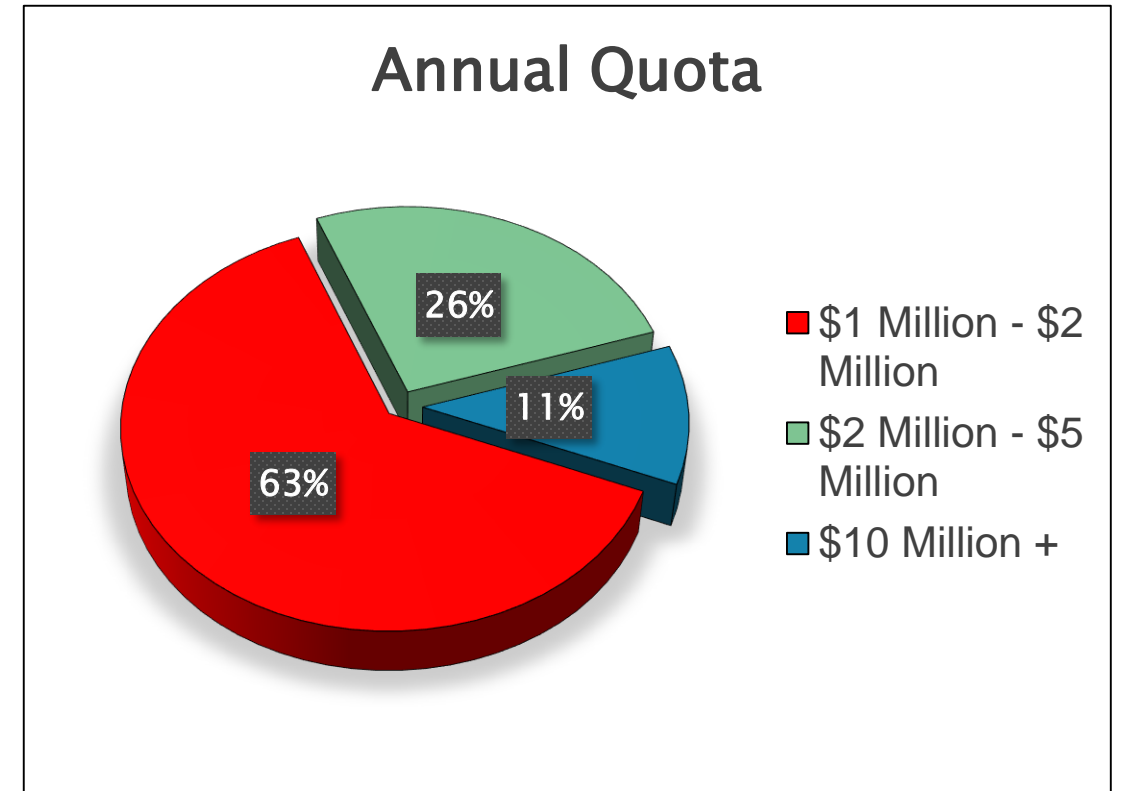


## Average Sale Size



# ENTERPRISE ACCOUNT EXECUTIVE QUOTA

**63%** of Enterprise Account Executives have a quota between \$1 million and \$2 million.



# ENTERPRISE ACCOUNT EXECUTIVE COMPENSATION

**63%** of surveyed Enterprise Account Executives are compensated on Total Contract Value...

...while **37%** are paid on Annual Contract Value.

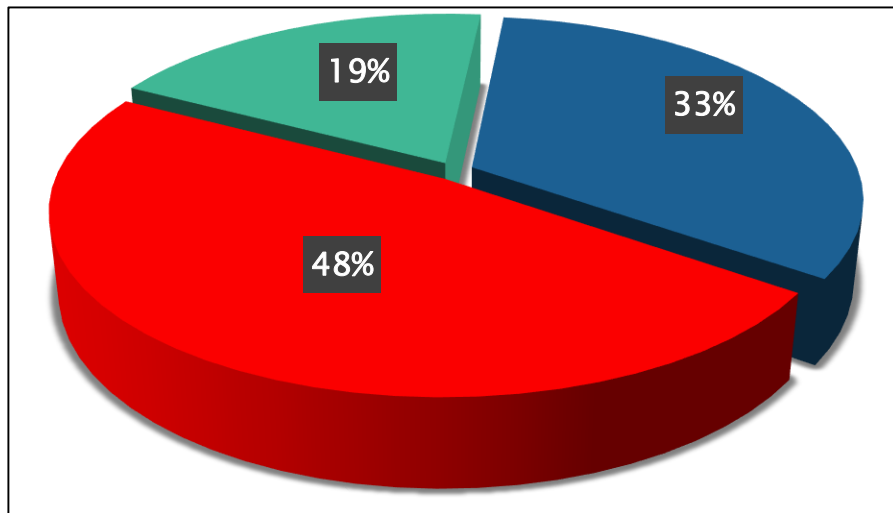
# ENTERPRISE ACCOUNT EXECUTIVE PAYMENT



**55%** of surveyed Enterprise Account Executives get paid when the client signs the contract vs when a client pays.

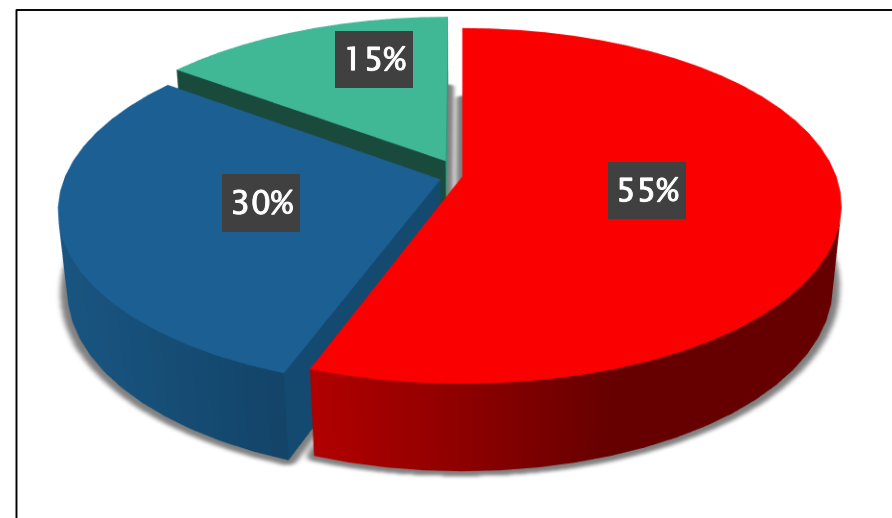
# BASE SALARY & ON TARGET EARNINGS

## Base Salary



- Less than \$100,000
- Between \$100,000 - \$150,000
- Between \$150,000 - \$200,000

## On Target Earnings



- Between \$200,000 - \$250,000
- Between \$250,000 - \$300,000
- Above \$300,000



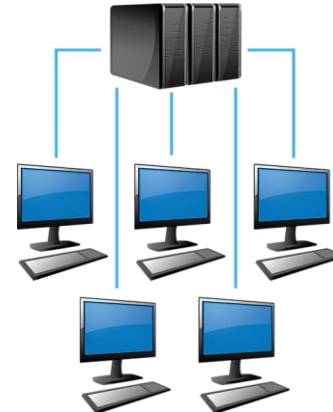
# ENTERPRISE ACCOUNT EXECUTIVE AUDIENCE

70% are selling to Business Decision Makers VS 30% selling to IT  
Decision Makers

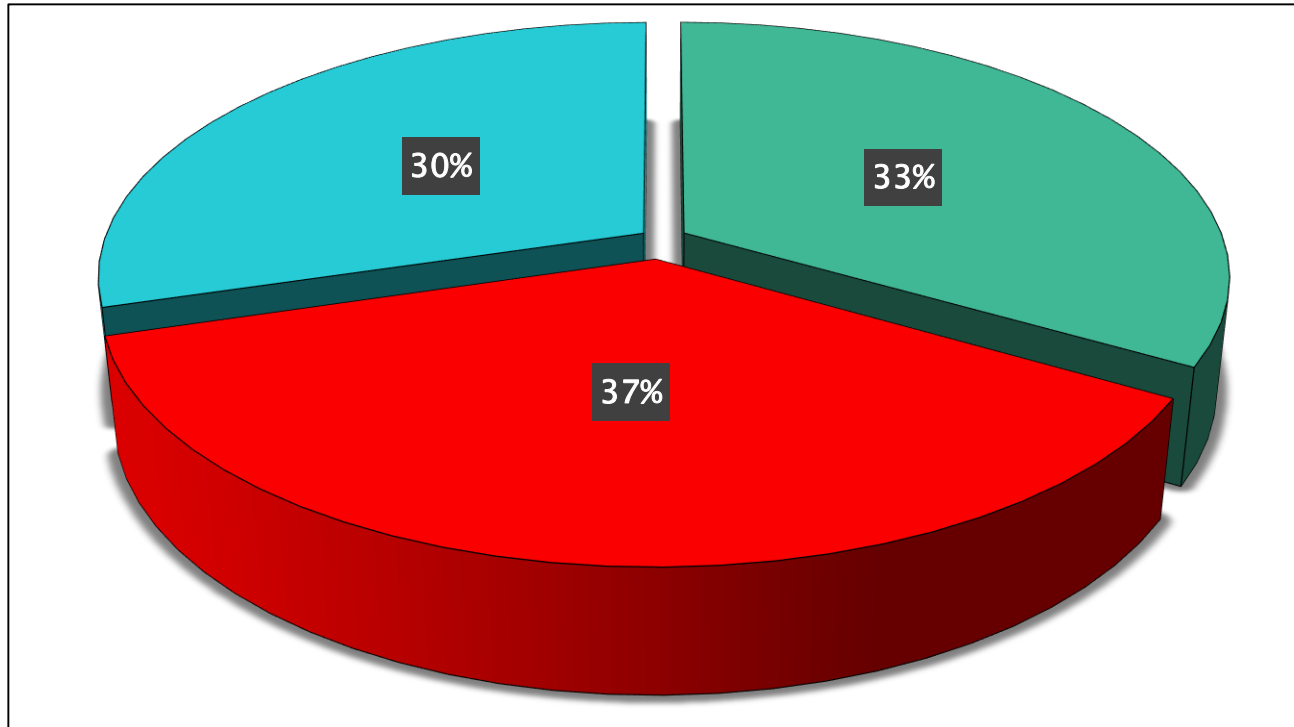
70%



30%

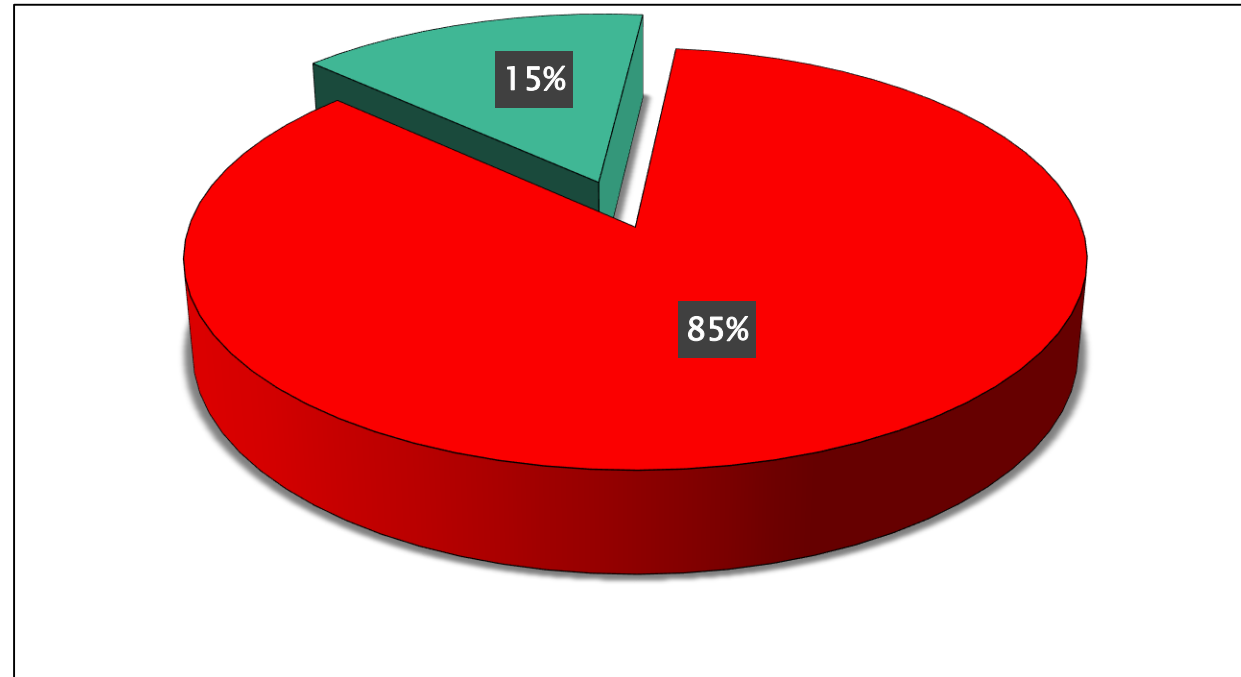


# ENTERPRISE ACCOUNT EXECUTIVE DEMONSTRATIONS



■ Every demo with SE ■ Doing 100% of own demos ■ SE does demo

# ENTERPRISE ACCOUNT EXECUTIVE BDR SUPPORT



■ Hunting ■ BDR Support

**85%** are hunting for their leads vs dependent on BDR support.

# CONCLUSION

As more and more companies move to a SaaS model, the Enterprise Account Executive role is constantly evolving to make way to close larger deals faster and more efficiently. You may need to adjust your compensation plans to reflect the ACV vs TCV trend and take a look at how you are supporting your Enterprise Account Executives in respect to demo delivery and BDR support.

These changes will require you to be pragmatic in your approach to ensure you are hiring and retaining the right sales talent.

For more insight and analysis of this data, contact a Treeline representative [today](#).

