

MID-MARKET ACCOUNT EXECUTIVE SNAPSHOT

Salary, Activity & Audience Overview

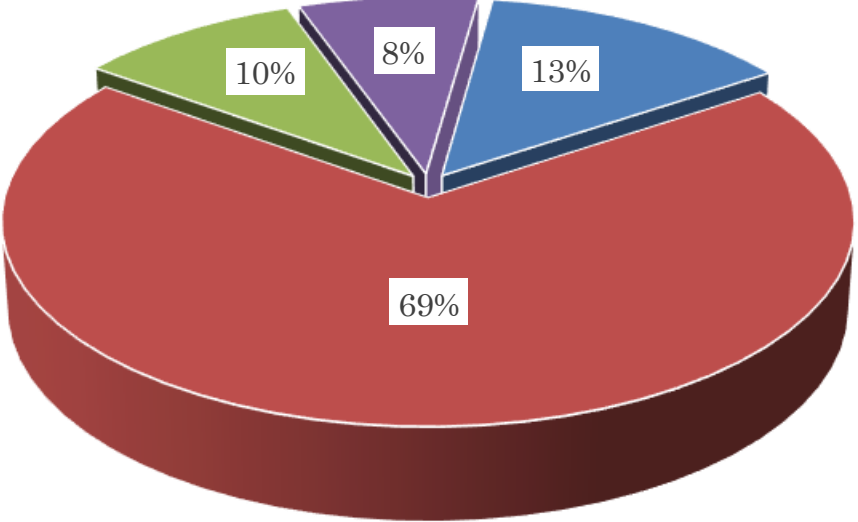


Introduction

The Mid-Market Account Executive role has been the workhorse for many sales organizations over the years and it continues to trend this way. Technology is changing and the Mid-Market Account Executive position continues to experience change. The ability to hit activity metrics, manage a pipeline and drive revenue continues to be the same but the way they do the work itself has changed. Multidimensional abilities are required to manage the chaos of the present day Mid-Market Account Executive but traditional cold calling activities still prove to show the highest rate of success. Continue reading to gain further insight into compensation, sales cycle and audience for the average Mid-Market Account Executive.

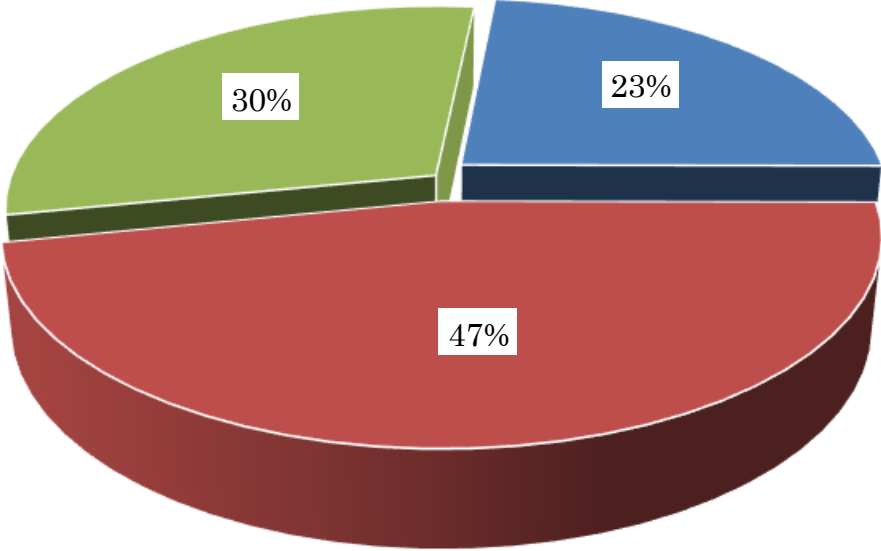
Mid-Market Account Executive Compensation

Base Salary



- \$55,000 or less
- \$56,000 - \$75,000
- \$76,000 - 95,000
- Above \$95,000

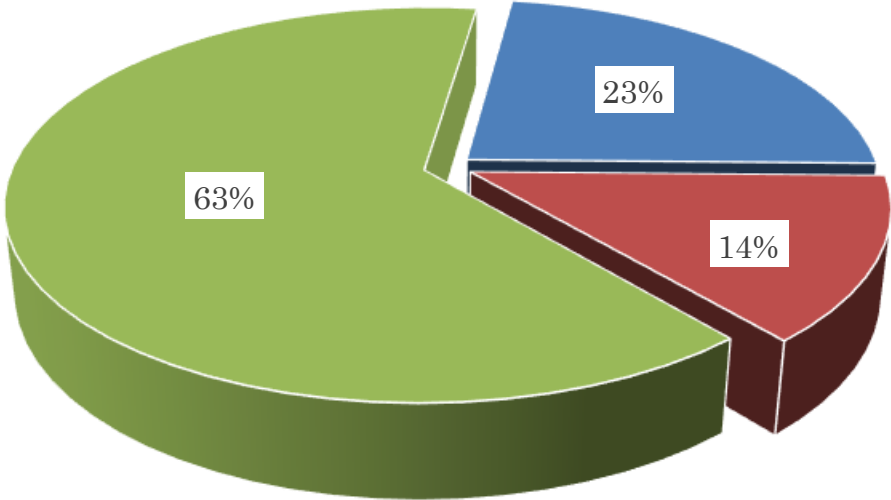
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- \$60,000 - \$100,000
- \$101,000 - \$140,000
- Above \$140,000

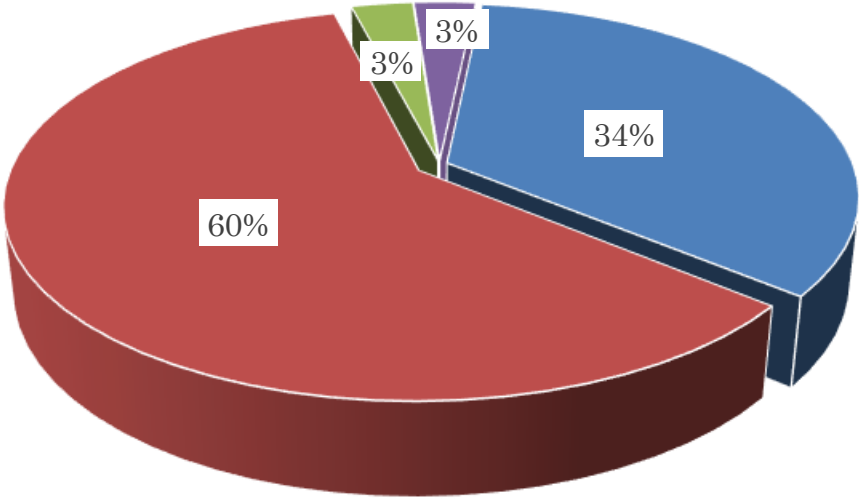
Mid-Market Account Executive Sales Data

Sales Type



■ Product ■ Service ■ Both

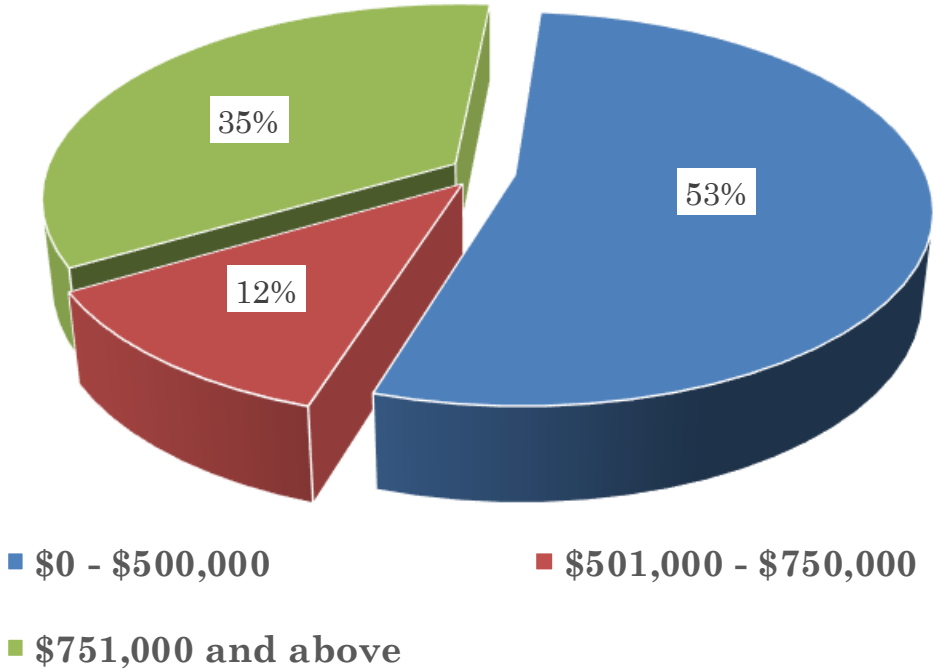
Average Deal Size



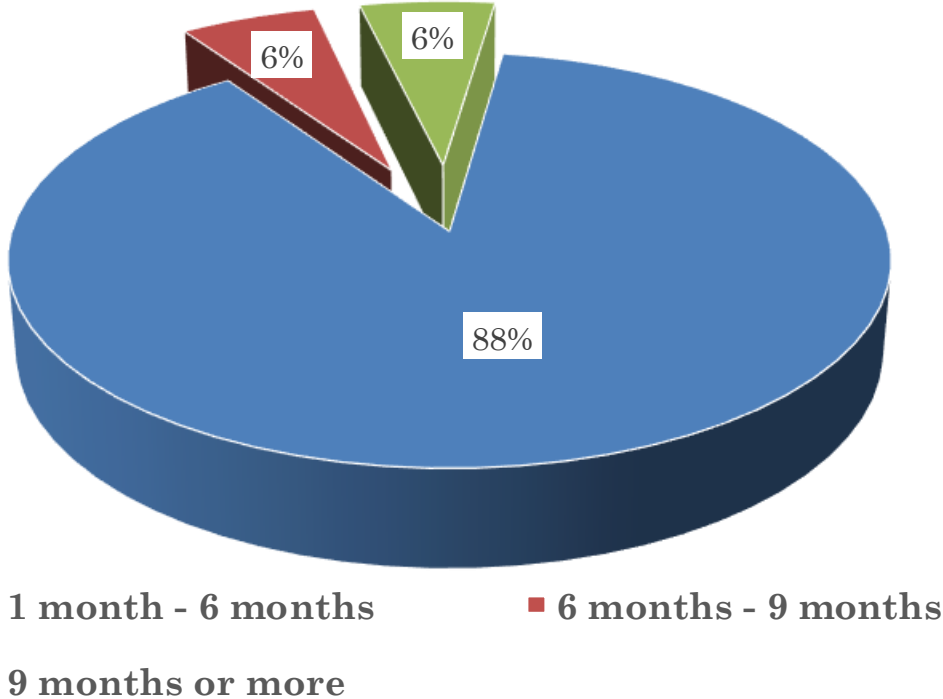
■ \$10,000 or less ■ \$10,000 - \$50,000
■ \$50,000 - \$250,000 ■ Above \$250,000

Mid-Market Account Executive Quota & Cycle

Quota



Sales Cycle



Mid-Market Account Executive Audience

67% of Mid-Market Account Executives are selling into C-level decision makers vs. **33%** that sell into business decision makers.

Inside vs. Outside Mid-Market Account Executives



65% are closing business virtually over the phone vs. **35%** who are closing business face-to-face with clients.

Mid-Market Account Executive Activity

In this ever changing sales world where start-ups and tech companies are booming, phone calls are still more effective with **80%** of Mid-Market Account Executives relying on phone calls vs. **20%** relying on emails on a daily basis.

Conclusion

The Mid-Market Account Executive role is the core to a sales organization. Sitting between the Business Development team and Enterprise Sales team, the Mid-Market Account Executives need to stay in great sales shape. They touch the small deals and the big deals and need to be the best trained talent on the team. If you found this helpful, check out the [Sales Development Representative](#) & the [Enterprise Account Executive Snapshots](#).

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