



Treeline Snapshot

Sales Development Representative

Salary, Metrics and Turnover
2 Minute Read

Introduction

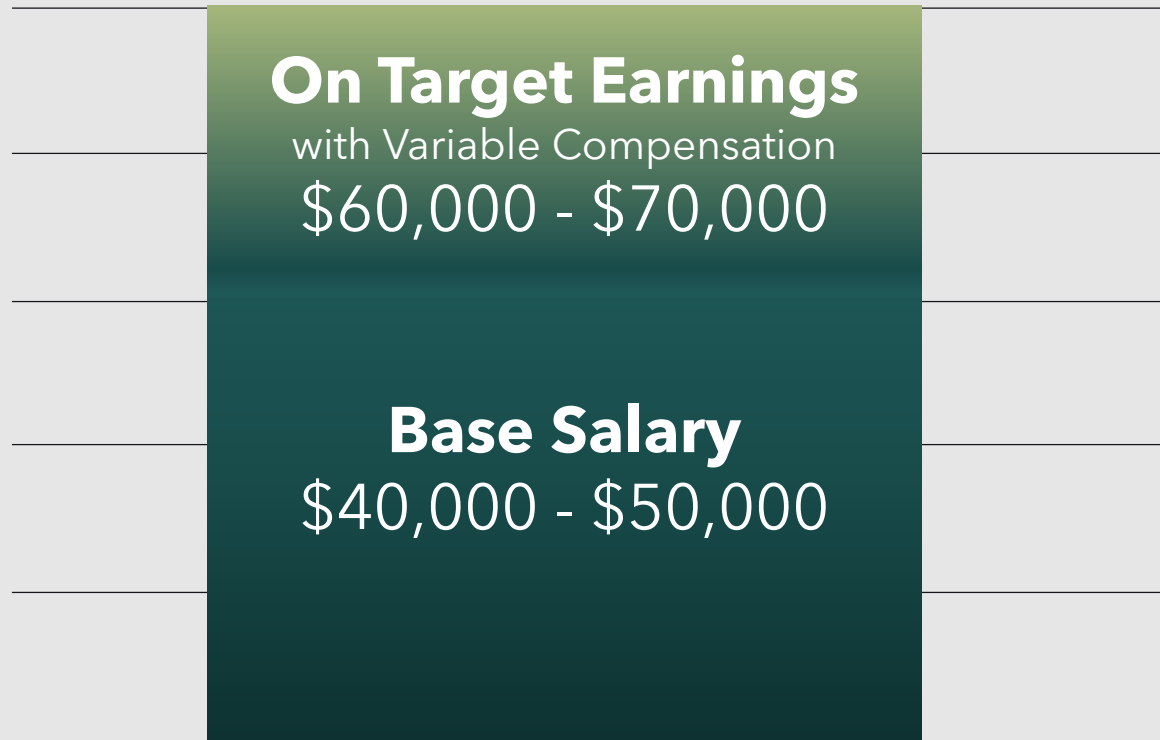
At Treeline we are solely dedicated to helping our clients build sales teams nationwide. We have been successfully recruiting and collecting market data on sales positions since 2001. Our expert consultants interview over 300 sales candidates per week. Speaking with this sheer volume of candidates allows us a unique advantage and insight into the market.

This snapshot contains our findings for the average **Sales Development Representative (SDR)**. Based on our client requests for industry data around this role, we have surveyed current SDRs around the following three topics:

1. **Salary and On Target Earnings (OTE)**
2. **Activity Metrics**
3. **Turnover/Retention**

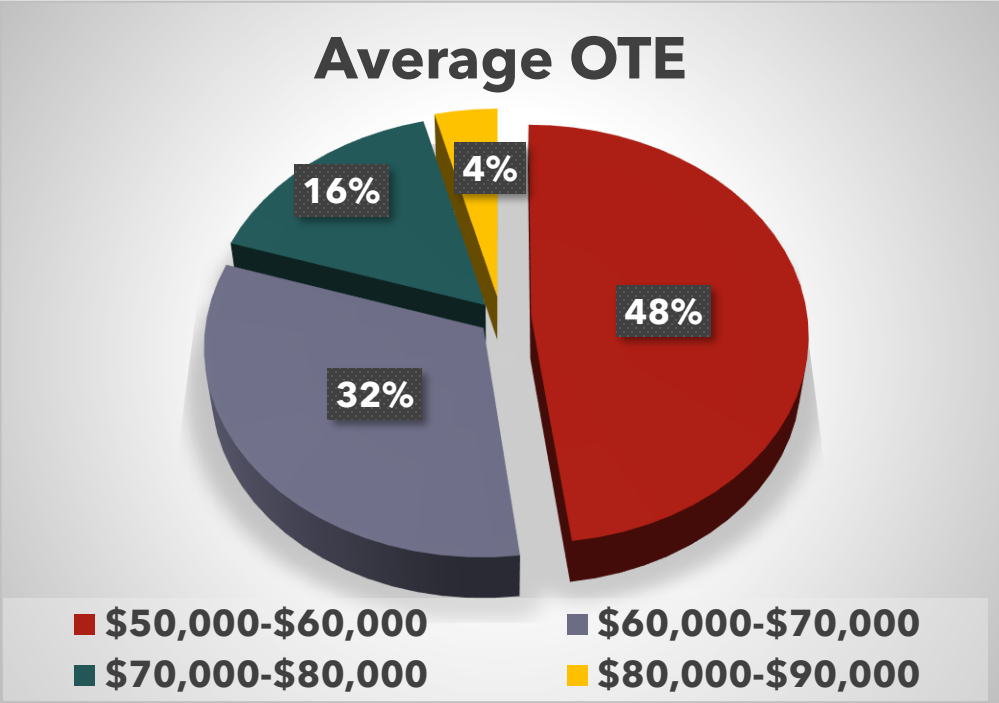
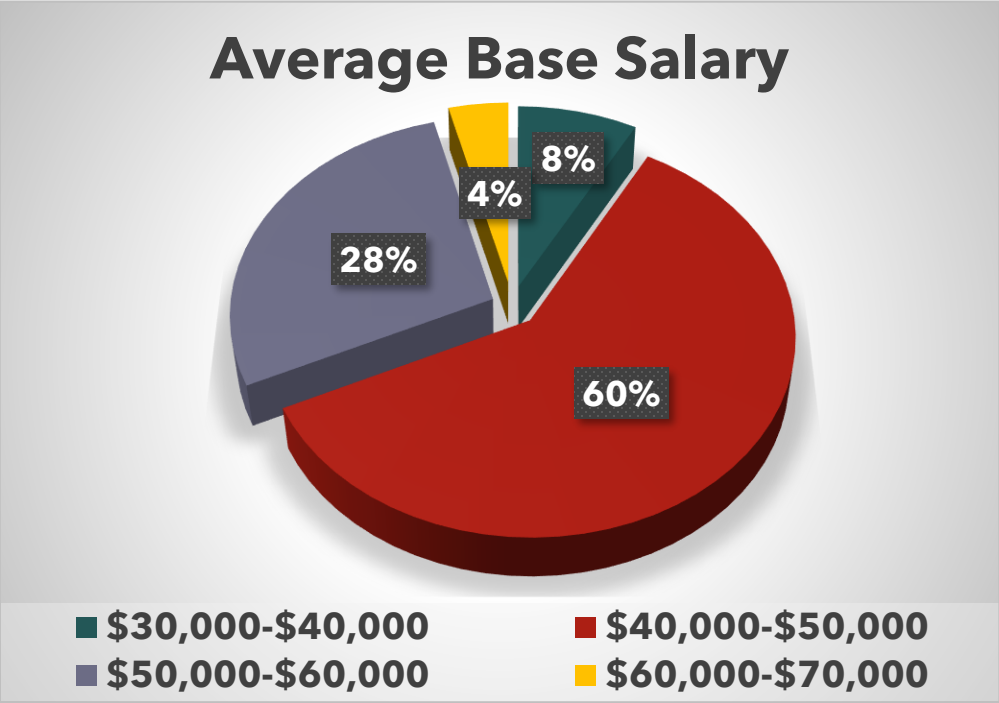
Compensation Projection by Company

- **Base Salary Range** – On average, companies offer \$40,000-\$50,000 per year
- **On Target Earnings (OTE)** – On average, companies offer \$60,000-\$70,000 per year



Actual Compensation Earnings by SDR

- **Base Salary** - 60% of surveyed SDRs are averaging \$40,000-\$50,000 per year
- **On Target Earnings (OTE)** - 48% of surveyed SDRs are averaging \$50,000-\$60,000 per year



Activity Metrics

Average calls per day

59

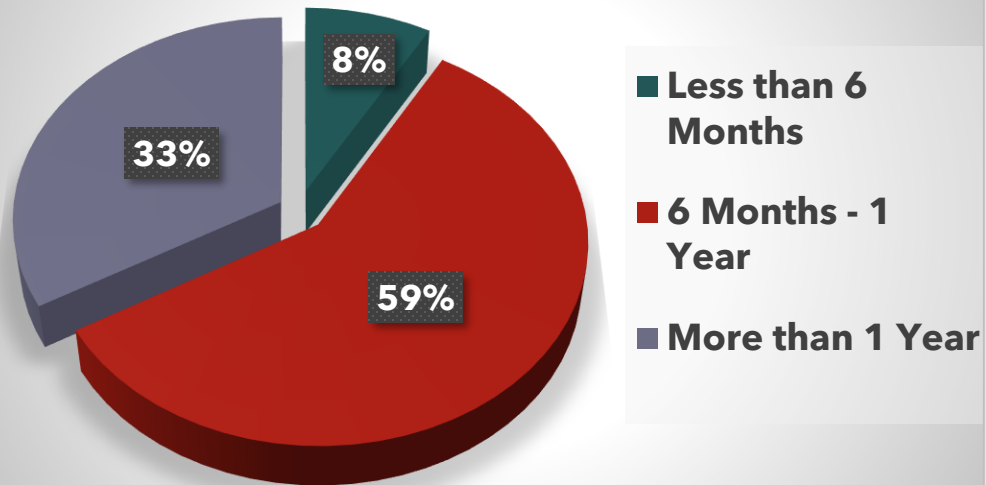
Average emails per day

58

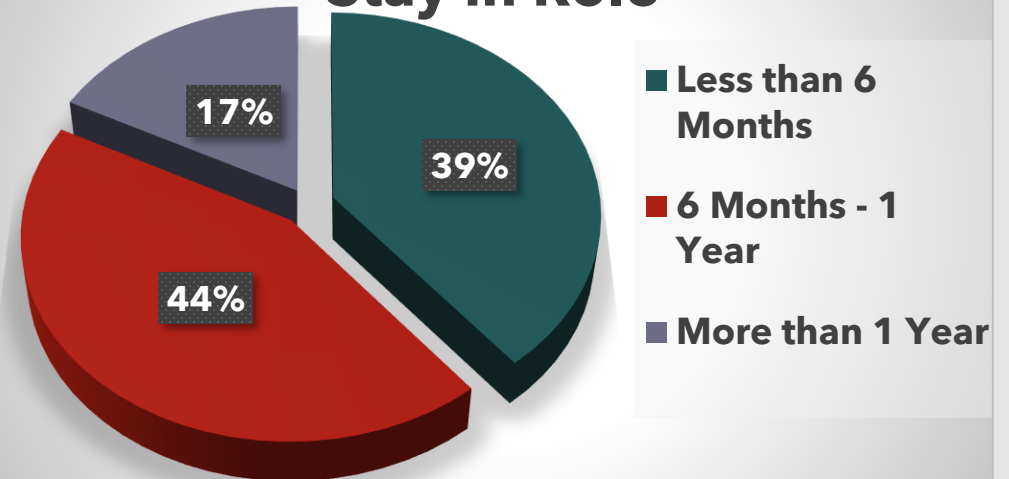
- SDRs make between **30 – 100 calls per day**
- SDRs send between **20 – 200 emails per day**
- **Breaking Point: 100+ emails or calls per day is the breaking point.** SDRs with an activity expectation of over 100 outbound emails or calls per day are unhappy and likely to turnover

Retention

Length of Time in Role



Length of Time Expected to Stay in Role



- **59% of SDRs** have been in their current role for 6 months – 1 year
- **83% of SDRs** are looking to move out of their current role within 1 year

Conclusion

- On average, there is a disconnect between company projected compensation and actual SDR earnings
- To be competitive, companies need to match realistic goal attainment to SDR earnings
- Compensation and a path to growth are the two most important factors for building a healthy and scalable SDR team
- High activity metrics are challenging to sustain over a 12 month period and result in turnover
- SDRs are looking for a promotion within 12 months. If they cannot find that growth in your company they will leave for another company
- 65% of SDRs are unhappy in their role
- 83% of SDRs are looking to be promoted within 12 months

Looking for additional market data? Have questions or need help hiring sales talent?
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