

# Marketing & Sales Compensation Survey



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## Content

**CompEssentials** segments the data into the most commonly used breakdowns so you can quickly target salary levels. Results supplied in both excel and pdf formats.

**CompPlus**, our online tool, enables you to generate customized reports. Participants receive complimentary access to CompPlus (a \$1,500 value). CompEssentials is included with CompPlus.

### Geographic Coverage

British Columbia  
Alberta  
Saskatchewan  
Manitoba  
Ontario

### Data Collected

salary ranges  
base salaries  
total cash  
quality of match  
hours of work

## Positions

Website Content Manager  
Vice President, Marketing  
Marketing Director  
Marketing Manager  
Marketing Coordinator  
Vice President, Marketing & Sales  
Marketing & Sales Director  
Market Research Manager  
Market Researcher  
Product Manager  
Channel Marketing Manager  
Channel Marketing Specialist  
Vice President, Sales  
Sales Director  
Sales Manager  
International Accounts Manager  
National Accounts Manager  
Regional Sales Manager  
District Sales Manager  
Branch Sales Manager  
Export Sales Manager  
Inside Sales Manager  
Inside Sales Representative  
Inside Sales Support  
Wholesale Sales Representative - Senior  
Wholesale Sales Representative  
Commercial Sales Representative - Senior  
Commercial Sales Representative

Industrial Sales Representative - Senior  
Industrial Sales Representative  
Telemarketing Supervisor  
Telemarketer  
Merchandise Manager  
Merchandise Planner  
Pricing Analyst  
Product Costing Coordinator  
Advertising Manager  
Advertising Coordinator  
Art Manager  
Graphic Designer  
Desktop Publisher  
Visual Merchandise Manager  
Visual Merchandiser  
Editor  
Print Production Manager  
Social Media Coordinator  
Vice President, Communications  
Communications Director  
Communications Manager  
Communications Officer  
Events Manager  
Events Coordinator  
Community Relations Manager  
Customer Service Manager  
Customer Service Representative  
Customer Service Clerk  
Technical Service Manager

Technical Service Representative  
Call Centre Manager  
Call Centre Supervisor  
Call Centre Attendant - Senior  
Call Centre Attendant - Junior  
Retail Store Manager  
Assistant Retail Store Manager  
Retail Sales Representative - Senior  
Retail Sales Representative  
Retail Service Clerk  
Sales Assistant  
Department Manager  
Loss Prevention Manager (Retail Stores)  
Loss Prevention Agent  
Member Services Director  
Member Services Manager  
Member Services Coordinator  
Registrar  
Fundraising Manager  
Fundraising Coordinator  
Vice President, Business Development  
Business Development Manager  
Business Development Representative  
Proposal Writer  
Proposal Coordinator

**WCBC** Western Compensation & Benefits Consultants

Suite 2000, 1188 West Georgia Street  
Vancouver, BC V6E 4A2

## Need More Info?

Nancy MacLeod | 604 683 9155 | 1 800 781 2411  
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## Perks of Participation

RECEIVE A 50% DISCOUNT, OR MORE\*

RECEIVE COMPLIMENTARY ACCESS TO COMPPLUS, WCBC'S ONLINE TOOL (\$1,500 VALUE)

RECEIVE A COPY OF OUR SALARY INCREASE SURVEY  
Reporting actual & projected salary increases (a \$1,500 value)

## Pricing

	Participant Price	Regular Price
<b>CompEssentials</b>		
Clerical/Administrative Support	\$749	\$1,500
Middle Management & Professional	\$749	\$1,500
Information Technology	\$749	\$1,500
 <b>Marketing &amp; Sales</b>	<b>\$749</b>	<b>\$1,500</b>
Engineering & Technical	\$749	\$1,500
Production & Distribution	\$749	\$1,500
Executive Compensation	\$899	\$1,800
Consulting Engineers Compensation, Benefits & Employment Practices	\$2,499	\$5,000
Group Insurance & Retirement Benefits	\$399	\$800
Compensation Policies & Practices	\$399	\$800
<b>CompPlus – WCBC's online data sorting tool</b>	<b>FREE</b>	<b>\$1,500</b>
<b>Salary Increases</b>	<b>FREE</b>	<b>\$1,500</b>
Board of Directors Compensation	—	\$1,800

\* Members of the Greater Vancouver Board of Trade or the Chambers of Commerce in Victoria, Calgary, Edmonton, Saskatoon or Winnipeg are eligible for an additional 15% discount.

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