

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	Wholesale Sales Representative	Call Centre Manager
Vice President, Marketing	Commercial Sales Representative	Call Centre Supervisor
Marketing Director	Industrial Sales Representative	Call Centre Attendant - Junior
Marketing Manager	Merchandise Manager	Retail Store Manager
Marketing Coordinator	Pricing Analyst	Assistant Retail Store Manager
Vice President, Marketing & Sales	Advertising Manager	Retail Sales Representative - Senior
Marketing & Sales Director	Graphic Designer	Retail Sales Representative
Market Research Manager	Editor	Retail Service Clerk
Market Researcher	Social Media Coordinator	Sales Assistant
Product Manager	Vice President, Communications	Member Services Manager
Vice President, Sales	Communications Director	Member Services Coordinator
Sales Director	Communications Manager	Registrar
Sales Manager	Communications Officer	Fundraising Manager
International Accounts Manager	Events Manager	Fundraising Coordinator
Regional Sales Manager	Events Coordinator	Vice President, Business Development
Branch Sales Manager	Community Relations Manager	Business Development Manager
Inside Sales Manager	Customer Service Manager	Business Development Representative
Inside Sales Representative	Customer Service Representative	Proposal Writer
Inside Sales Support	Customer Service Clerk	Proposal Coordinator
Wholesale Sales Representative - Senior	Technical Service Manager	
	Technical Service Representative	

WCBC Western Compensation & Benefits Consultants

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

Need More Info?

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Timelines



May 1st
Data Collection Opens



August 31st
Data Collection Closes



Year round
Results Available

Pricing

CompEssentials

Clerical/Administrative Support	\$1,500
Middle Management & Professional	\$1,500
Information Technology	\$1,500



Marketing & Sales

Marketing & Sales	\$1,500
Engineering & Technical	\$1,500
Production & Distribution	\$1,500
Executive Compensation	\$1,800
Consulting Engineers Compensation, Benefits & Employment Practices	\$5,000
Group Insurance & Retirement Benefits	\$800
Compensation Policies & Practices	\$800
CompPlus – WCBC’s online data sorting tool	\$1,500
Salary Increases	\$1,500
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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