

CONFIDENTIAL

2024 MARKETING & SALES SURVEY REPORT



WCBC Published Surveys Report Highlights



Reports Available

- Clerical/Administrative Support
- Middle Management & Professional
- Information Technology
- Marketing & Sales
- Engineering & Technical
- Production & Distribution
- Group Insurance & Retirement Benefits
- Compensation Policies & Practices
- Executive
- Board of Directors
- Consulting Engineers Compensation, Benefits & Employment Practices Survey

More than 400 Positions

- Operations/Administration
- Finance & Accounting
- Human Resources
- Information Technology
- Marketing & Sales
- Engineering & Technical
- Logistics, Manufacturing & Distribution



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SAMPLE POSITION

Closeness of Match (% Of Inc.)

Close Match	97%
Smaller in Scope	2%
Larger in Scope	2%

Hours per Week (% Of Inc.)

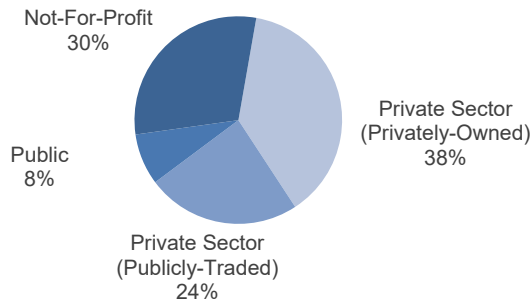
35.0	34%
37.5	29%
40.0	32%
Other	5%

	# of Orgs	# of Incumbents	Company Weighted (\$000's)											Incumbent Weighted (\$000's)							
			Salary Range			Base Salary			Salary Plus Short-Term Incentives					Base Salary				Salary Plus Short-Term Incentives			
			Orgs with Range	Min Avg	Max Avg	Avg	P25	P50	P75	Avg	P25	P50	P75	Avg	P25	P50	P75	Avg	P25	P50	P75
All Organizations	103	234	66	64.0	84.4	78.3	70.0	78.3	86.0	80.1	70.2	79.0	89.3	78.0	69.5	77.2	84.9	79.9	69.9	77.4	86.8
Privately-Owned	26	60	9	65.8	93.7	82.7	75.4	81.3	92.2	86.5	76.2	84.1	97.5	85.1	78.8	84.2	91.4	90.0	80.0	87.3	98.4
Publicly-Traded	5	14	5	65.6	96.2	83.8		85.1		91.1		88.9		85.1	78.6	84.4	91.1	91.4	83.9	88.4	98.2
Public Sector	29	97	20	66.8	81.9	77.5	70.0	73.0	82.1	77.5	70.0	73.0	82.1	74.2	69.0	74.3	78.0	74.2	69.0	74.3	78.0
Not-For-Profit	43	63	32	61.4	81.5	75.5	65.8	73.0	81.6	76.7	66.0	74.8	81.8	75.3	67.3	74.0	80.4	76.6	67.7	74.0	81.8
<\$50M Rev	44	58	26	61.7	80.2	75.0	65.3	72.4	79.9	76.4	65.5	73.1	80.5	76.2	70.2	74.0	80.0	77.5	70.2	74.4	81.3
\$50-\$100M Rev	19	20	13	65.5	83.4	78.3	70.4	78.8	85.5	79.3	70.4	78.8	85.9	77.6	67.1	78.6	84.9	78.6	67.1	78.6	85.5
>\$100M Rev	40	156	27	65.4	88.9	81.9	72.4	82.1	90.0	84.6	72.9	84.1	95.9	78.7	69.4	77.4	85.1	81.0	69.8	77.4	88.1
<100 Employees	37	37	20	59.3	76.2	73.2	65.0	71.1	78.2	74.8	65.2	71.1	79.0	73.2	65.0	71.1	78.2	74.8	65.2	71.1	79.0
100-500 Employees	37	57	24	67.5	86.8	79.7	72.7	79.5	87.8	80.7	73.0	79.7	87.9	79.6	74.0	79.3	86.8	80.6	74.0	79.7	87.9
>500 Employees	29	140	22	64.4	89.2	82.9	73.0	82.6	89.9	86.1	81.0	85.7	98.4	78.6	69.4	77.4	85.0	81.0	69.4	77.4	87.6
Prof. Services	15	46	5	65.8	97.2	87.2	79.7	85.1	93.9	90.7	80.6	86.1	100.5	88.3	80.2	86.8	92.8	91.5	80.8	87.7	98.7
Education	8	52	7	59.6	77.1	69.5	62.4	66.5	73.8	69.6	63.0	66.7	73.8	71.1	66.1	70.7	77.4	71.1	66.1	70.7	77.4
Finance/Ins	3	11	3	54.6	75.3	67.3		67.5		68.5		67.5		67.5	66.2	68.2	68.9	68.5	66.2	68.9	68.9
Assoc./Regulatory	19	31	15	65.2	85.8	80.8	74.0	79.3	85.0	82.6	76.3	80.2	86.0	80.5	74.0	79.3	84.9	82.1	74.0	80.3	86.9
Ag./Forestry	7	18	6	68.4	96.6	81.9		82.6		90.9		88.9		82.4	77.2	82.5	86.9	94.3	86.0	94.6	100.3
British Columbia	65	119	40	66.0	85.8	78.6	70.1	79.3	85.1	80.5	70.5	79.9	87.9	78.8	70.4	78.0	84.9	81.5	70.7	80.3	87.2
Metro Vancouver	44	90	25	65.3	85.3	79.9	70.4	79.4	87.1	81.6	72.2	80.1	89.3	79.2	70.2	78.0	85.0	81.0	70.6	78.8	85.4
Privately-Owned	13	21	2	62.9	89.3	83.3	75.0	83.3	92.3	86.1	75.1	85.0	92.3	86.7	78.0	85.0	92.3	90.3	81.0	85.2	98.2
Publicly-Traded	3	7	2	58.7	88.0	87.5		85.6		97.1		98.4		86.4		84.9		96.5		96.4	
Public Sector	11	35	8	69.8	86.2	81.8	72.8	78.4	88.8	81.8	72.8	78.4	88.8	77.5	71.0	76.5	81.0	77.5	71.0	76.5	81.0
Not-For-Profit	17	27	13	63.9	83.6	74.7	65.0	76.5	80.9	75.4	65.5	76.5	81.3	73.8	66.2	73.0	79.6	74.5	66.2	73.0	81.1
<\$50M Rev	15	20	9	62.7	79.7	76.4	65.0	79.3	81.3	77.3	65.3	79.5	81.8	77.2	69.2	79.3	81.3	78.1	69.3	80.1	82.4
\$50-\$100M Rev	9	9	7	66.9	86.8	76.6	73.0	78.0	78.8	77.5	73.0	78.0	78.8	76.6	73.0	78.0	78.8	77.5	73.0	78.0	78.8
>\$100M Rev	20	61	9	66.7	89.6	83.9	72.9	84.1	92.7	86.7	74.6	85.1	98.7	80.3	70.1	77.5	85.3	82.5	70.8	80.8	87.2
<100 Employees	12	12	6	59.0	73.8	73.6	64.4	69.3	80.5	74.5	64.6	69.3	80.5	73.6	64.4	69.3	80.5	74.5	64.6	69.3	80.5
100-500 Employees	20	28	12	69.7	90.1	80.3	74.5	79.4	87.1	81.5	75.1	79.9	87.1	79.4	74.9	79.1	83.8	80.4	75.1	79.6	84.7
>500 Employees	12	50	7	63.2	86.9	85.4	75.7	85.1	93.8	89.0	79.6	87.1	100.7	80.5	70.3	77.4	85.2	83.0	70.3	81.0	87.1
Prof. Services	6	13	2	62.9	89.3	88.7		86.5		91.3		86.5		91.8	81.1	87.2	94.6	95.3	83.6	87.2	111.6
Education	4	4	3	54.8	71.4	62.5		62.4		62.7		62.8		62.5		62.4		62.7		62.8	
Assoc./Regulatory	8	12	7	68.6	85.5	79.9	77.7	80.1	81.3	81.2	78.2	80.6	81.5	79.7	78.3	79.3	81.3	81.1	78.7	80.9	82.4
Ag./Forestry	4	9	2	58.7	88.0	84.8		85.3		94.2		93.6		84.2	77.5	84.0	92.0	94.0	85.4	94.5	98.8
Vancouver Island	6	7	4	65.7	84.2	76.2		76.5		78.1		76.5		75.1		75.0		77.2		80.0	
Public Sector	4	4	3	66.1	80.1	75.0		76.5		75.1		76.5		75.0		76.5		75.1		76.5	
<\$50M Rev	3	3	2	62.2	85.8	74.2		72.1		77.3		72.1		74.2		72.1		77.3		72.1	
>\$100M Rev	2	3	1			75.0				76.2				73.0		75.0		74.7		80.0	
100-500 Employees	3	3	3	66.0	85.3	78.3		84.3		81.4		84.3		78.3		84.3		81.4		84.3	
>500 Employees	2	3	1			75.0				76.2				73.0		75.0		74.7		80.0	
Education	2	2	2	62.4	78.1	71.9				72.1				71.9				72.1			
Other BC	17	22	11	67.8	87.7	77.9	70.3	79.5	82.6	80.6	70.3	82.1	87.9	78.4	71.4	79.3	83.9	84.8	72.1	85.4	94.2
Alberta	27	41	17	60.6	80.2	77.5	68.9	75.0	89.5	79.4	70.1	77.7	90.9	79.1	70.2	74.0	90.8	81.3	71.6	76.6	95.4
Calgary	11	14	4	63.6	89.1	80.8	70.1	87.6	91.0	82.9	70.1	91.0	95.1	82.5	70.5	87.3	91.9	85.0	70.6	90.4	96.9
Privately-Owned	3	4				92.1		92.1		93.2		92.1		91.0		91.7		92.6		94.3	

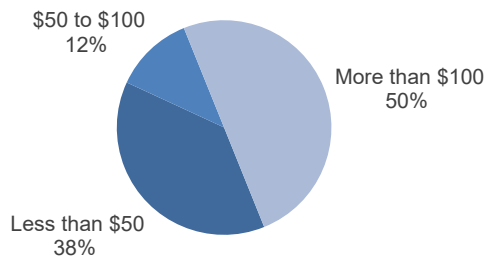
SECTION 4: SURVEY PARTICIPANTS

A total of 264 organizations provided compensation data for this survey. The participants are broken down below by economic sector, annual revenues, number of employees and type of business.

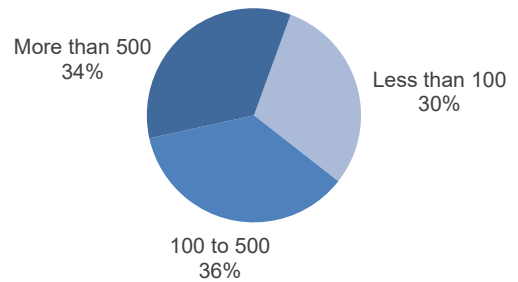
Sector of Economy



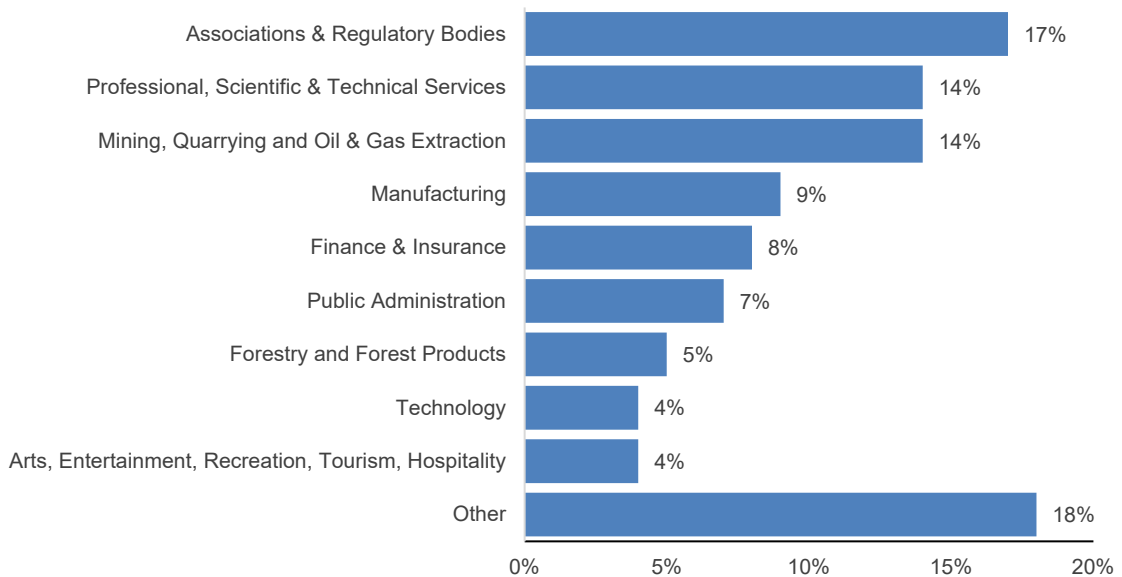
Annual Revenues (in \$Million)

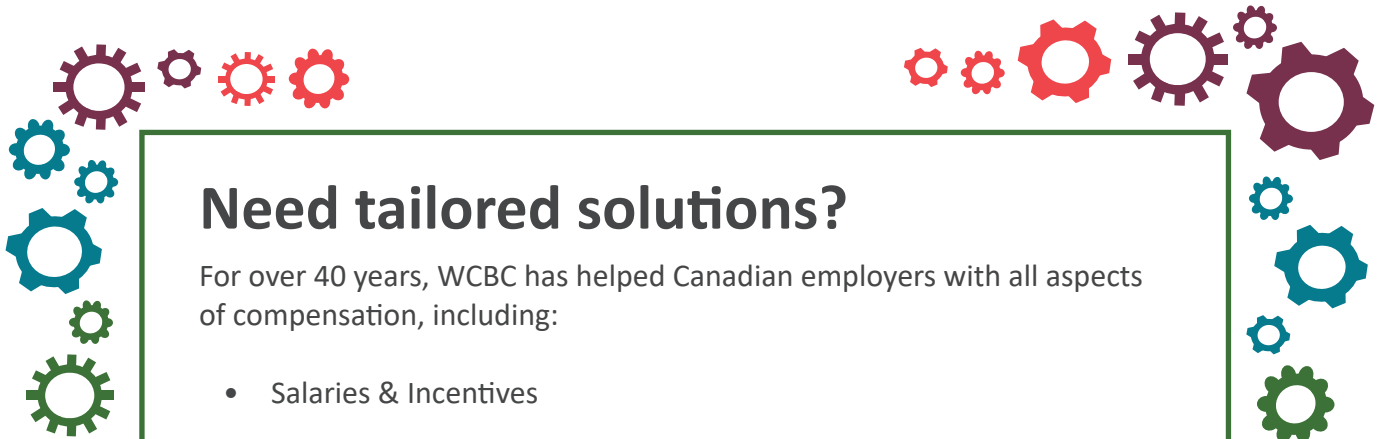


Total Number of Employees



Business Classification





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Contact us to learn how we can help you achieve your compensation and benefit goals.

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