

ROBERT WALTERS

# Market Insights Sales in Germany

# Salaries for Sales in Germany

Job Title	Job Group	Experience Level	Role Type	Pay Rate	Salary Range 2023	Salary Range 2024
Sales Director/Head of Sales	Sales	3-7 Years	Permanent	per annum	€140k - 200k	€150k - 210k
Sales Director/Head of Sales	Sales	8-15 Years	Permanent	per annum	€160k - 200k	€170k - 210k
Sales Manager – SaaS/PaaS/IaaS	Sales	3-7 Years	Permanent	per annum	€105k - 120k	€110k - 130k
Sales Manager – SaaS/PaaS/IaaS	Sales	8-15 Years	Permanent	per annum	€130k - 150k	€135k - 160k
Sales Manager – Cyber Security	Sales	3-7 Years	Permanent	per annum	€105k - 120k	€110k - 130k
Sales Manager – Cyber Security	Sales	8-15 Years	Permanent	per annum	€130k - 150k	€135k - 160k
Sales Manager – Digital Solutions	Sales	3-7 Years	Permanent	per annum	€95k - 110k	€100k - 120k
Sales Manager – Digital Solutions	Sales	8-15 Years	Permanent	per annum	€120k - 140k	€125k - 145k
Pre-Sales Consultant	Sales	3-7 Years	Permanent	per annum	€75k - 90k	€80k - 95k
Pre-Sales Consultant	Sales	8-15 Years	Permanent	per annum	€90k - 105k	€95k - 110k
Online Sales	Sales	3-7 Years	Permanent	per annum	€80k - 95k	€85k - 100k
Online Sales	Sales	8-15 Years	Permanent	per annum	€85k - 100k	€90k - 105k
Key Account Manager – SaaS/PaaS/IaaS	Sales	3-7 Years	Permanent	per annum	€95k - 105k	€100k - 110k
Key Account Manager – SaaS/PaaS/IaaS	Sales	8-15 Years	Permanent	per annum	€95k - 105k	€100k - 110k
Account Manager – SaaS/PaaS/IaaS	Sales	3-7 Years	Permanent	per annum	€85k - 95k	€90k - 100k
Account Manager – SaaS/PaaS/IaaS	Sales	8-15 Years	Permanent	per annum	€90k - 100k	€95k - 105k
Customer Success Manager – SaaS/PaaS/IaaS	Sales	3-7 Years	Permanent	per annum	€60k - 65k	€65k - 70k

Job Title	Job Group	Experience Level	Role Type	Pay Rate	Salary Range 2023	Salary Range 2024
Customer Success Manager – SaaS/PaaS/IaaS	Sales	8-15 Years	Permanent	per annum	€80k - 85k	€85k - 90k
Business Development Manager – IT Solutions	Sales	3-7 Years	Permanent	per annum	€80k - 90k	€85k - 95k
Business Development Manager – IT Solutions	Sales	8-15 Years	Permanent	per annum	€90k - 100k	€95k - 105k
Consultant – SaaS/PaaS/IaaS	Consulting	3-7 Years	Permanent	per annum	€75k - 80k	€80k - 85k
Consultant – SaaS/PaaS/IaaS	Consulting	8-15 Years	Permanent	per annum	€90k - 100k	€90k - 100k
Consultant – Cyber Security	Consulting	3-7 Years	Permanent	per annum	€75k - 85k	€80k - 85k
Consultant – Cyber Security	Consulting	8-15 Years	Permanent	per annum	€90k - 100k	€90k - 100k
Consultant – IT Processes	Consulting	3-7 Years	Permanent	per annum	€75k - 85k	€80k - 85k
Consultant – IT Processes	Consulting	8-15 Years	Permanent	per annum	€90k - 100k	€90k - 100k
Project Management	Consulting	3-7 Years	Permanent	per annum	€80k - 85k	€85k - 90k
Project Management	Consulting	8-15 Years	Permanent	per annum	€90k - 100k	€90k - 100k
Sales Director/Head of Sales	Across industries	3-7 Years	Permanent	per annum	€110k - 150k	€120k - 200k
Sales Director/Head of Sales	Across industries	8-15 Years	Permanent	per annum	€130k - 200k	€130k - 200k
Sales Manager	Across industries	3-7 Years	Permanent	per annum	€85k - 90k	€85k - 90k
Sales Manager	Across industries	8-15 Years	Permanent	per annum	€95k - 110k	€95k - 110k
Key Account Manager	Across industries	3-7 Years	Permanent	per annum	€85k - 90k	€85k - 90k
Key Account Manager	Across industries	8-15 Years	Permanent	per annum	€95k - 110k	€95k - 110k
Account Manager	Across industries	3-7 Years	Permanent	per annum	€75k - 80k	€75k - 80k
Account Manager	Across industries	8-15 Years	Permanent	per annum	€80k - 90k	€80k - 90k

Job Title	Job Group	Experience Level	Role Type	Pay Rate	Salary Range 2023	Salary Range 2024
Business Development	Across industries	3-7 Years	Permanent	per annum	€75k - 80k	€75k - 80k
Business Development	Across industries	8-15 Years	Permanent	per annum	€80k - 90k	€80k - 90k
Inside Sales	Across industries	3-7 Years	Permanent	per annum	€55k - 60k	€55k - 60k
Inside Sales	Across industries	8-15 Years	Permanent	per annum	€60k - 70k	€60k - 70k

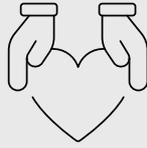
NB: Figures are basic salaries inclusive of benefits/bonuses unless otherwise specified. The interim hourly rates are sales prices, including margin. \*All positions are to be seen as (m/f/d).

# Key insights for Sales in Germany

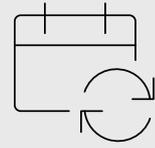
## What professionals value most in an employer in 2024



Strong CSR initiatives



Enhanced wellbeing strategies



Flexible working

**71%**

of businesses are giving  
pay rises in 2024

**61%**

of professionals are looking  
for a new job in 2024

**2.1 years**

Average tenure of  
professionals

**52%**

of professionals are confident about job  
opportunities in this sector

**39%**

of professionals are expecting a  
pay rise in 2024

## Top three most sought-after professionals

01

Chief Sales Officer

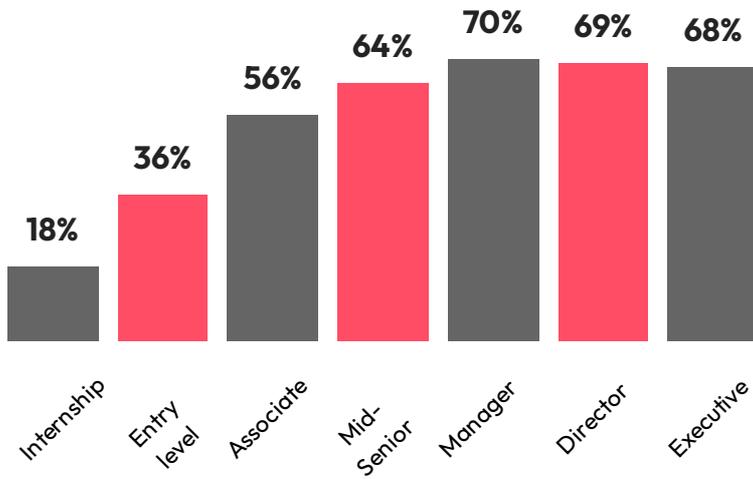
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Sales Manager

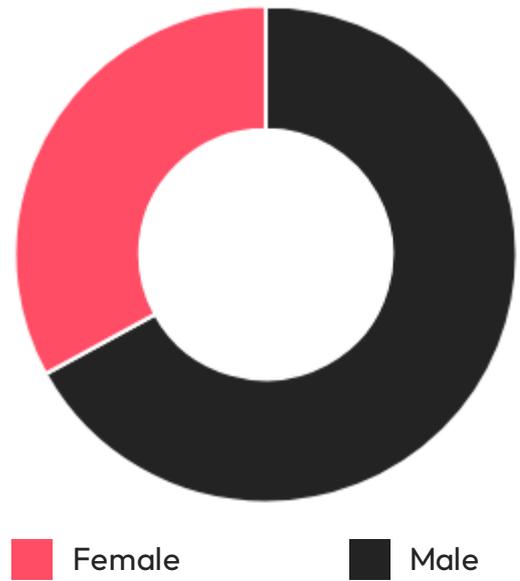
03

Account Manager

## How likely are employees to receive a bonus in 2024?



## Gender diversity across this sector



## Demand for talent



Very High

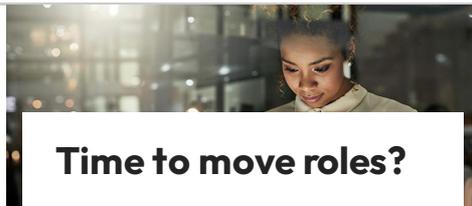
It is very difficult to hire professionals in this sector



### Looking to hire?

We can help you find and hire the best talent on the market. Let us know what you're looking for and one of our specialist consultants will get in touch.

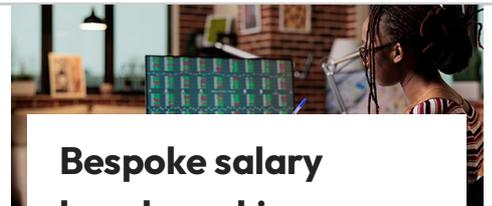
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