



# NEW ZEALAND EMPLOYMENT MARKET REPORT 2022

Sales

# Sales

## The Market

As we enter a post-lockdown era of the pandemic, the market in the sales sector has become more predictable and steady. With this new stability, market confidence has increased and organisations are focusing on business and workforce growth in the latter half of this year. Many businesses entered new markets in an attempt to adapt to the impacts of COVID-19. For those who enjoyed success from these endeavours, this has opened new doors for expansion. Account managers and business development roles were in high demand to accommodate rebuilding and expansion. Sales management roles were appointed to lead the growing teams and develop strong customer partnerships. Most businesses solely focused on permanent hiring, allowing for longer-term relationships to be built with customers and subsequently contingent recruitment of sales roles was almost non-existent.

Government-mandated lockdowns across New Zealand initially had a significant impact on sales. The face-to-face element of the role was removed, and sales people were unable to visit clients or customers.

Hiring managers found remote, digital interviewing particularly challenging due to the emphasis placed on team and culture fit for sales roles. However, it didn't take long for organisations to adapt. Sales meetings were successfully moved online, and throughout the year sales increased due to the combination of increased productivity, and a reduction in time spent travelling. Some salespeople have struggled to manage client expectations, with border restrictions and global supply chain issues resulting in product shortages and delays.

FMCG and Construction are two industries that were especially impacted by national staff shortages as they grew rapidly, due to consumer demand. Mid-level experienced salespeople were scarce in the market and to add to the shortage, initiatives such as CRM implementation and sales tech created new roles in the sector. Employers' focus on staff retention, plus the cost of living and housing demands contributed to rising salary expectations. The combination made for a challenging talent market.

## Employers

Employers addressed the talent shortage by shifting their focus from seeking out title-specific skills, to looking for candidates with potential and transferable skill sets. Employers sought candidates that could hit the ground running, had excellent network connections, were flexible to work outside of set hours and possess great interpersonal skills. Experience in niche industries, high skill roles, or service industries were also favoured. To help with business growth and be able to forecast and adjust proactively in response to market changes, candidates demonstrating stability, strategy and budget planning experience were highly desirable.

Geographically, employers varied in their need for experienced candidates. Auckland employers were not willing to take on inexperienced people from outside the industry or upskill them due to already strained resources. On the other hand, Wellington employers accepted job seekers coming from a wider range of backgrounds, and hired candidates without prior industry experience or knowledge.

Flexible, hybrid and remote working has become the new normal and is now the most common and most popular benefit offered. A company car, rewarding commission schemes, monthly-paid commission and insurance are other benefits common in this sector.



### IN DEMAND SALES SKILLS

- Account Management
- Business Development
- Sales Management
- Relationship Management

## Job Seekers

Average tenure for sales roles decreased by one to two years, as it's become increasingly common to be shoulder tapped for new opportunities. This was particularly apparent for mid-level candidates. Job seekers were looking for career progression, specific job titles, flexibility, stability, and a strong base salary with a good commission structure. With increased flexible working arrangements, more job seekers are choosing to move to rural areas from the big city centres.

Many job seekers were open to discussing new opportunities, however it was common for many offers to fall through at the negotiating stage of extending a job offer. Job seekers stood firm in what they wanted in order to move to a new role. A lot of employers experienced missing out on their preferred candidate, due to a slow recruitment process.



## The Year Ahead

The candidate market is expected to get tighter in this sector as many Kiwis leave for their postponed OE or take extended leave to visit family overseas. For the next six to 12 months we will likely see more candidates moving abroad before we feel the impact of new talent entering the market. Flexibility will continue to be an expectation for job seekers in this market and if offered, it has the potential to widen the talent pool for businesses. Employers can attract job seekers by offering a competitive base salary and commission package, and will convince them to join with by offering a decent range of benefits.

Candidates with industry experience are expected to be scarce. Creating strong training programmes and being open to transferable skills will greatly benefit employers looking to hire. Engagement surveys, salary and benefits reviews, and offering ongoing development opportunities will assist with retaining staff. A strong employer brand, well written advertisements and accurately describing roles are all valued by job seekers.

# Sales Salary Guide

2022/23 RANGE IN NZD \$'000

ROLE	AUCKLAND		WELLINGTON		WAIKATO/BOP		CHRISTCHURCH	
	Low	High	Low	High	Low	High	Low	High
Sales Director	200	280	180	260	130	250	120	250
Sales Manager	130	160	120	170	120	150	100	150
Business Development Manager	80	140	80	120	90	120	75	120
Senior Account Manager	120	140	115	140	110	140	90	120
Key Account Manager	95	140	90	130	110	140	70	120
Customer Relationship Manager	95	130	80	120	80	100	75	120
Account Manager	70	95	70	95	80	90	70	90
Account Executive	65	80	65	80	70	80	55	70
Sales Coordinator	60	70	60	70	60	65	50	65

# About Us

Madison was established in 1998 and is a wholly owned subsidiary of the Accordant Group, New Zealand's largest recruitment company and the only in our industry to be listed on the NZX.

We operate across seven key locations in Auckland Central, Auckland South East, Hamilton, Tauranga, Wairarapa, Wellington and Christchurch.

In the past year, we have placed 2,400 temporary and contract staff into work on client sites, and filled over 4,100 roles. This gives us access to the real-time market information, salaries and trends that have allowed us to compile this employment market report.

## What We Do

Madison works across almost all industry sectors, with companies ranging from small start-ups to global blue-chip organisations, large public sector and not-for-profit organisations. Our track record includes full service recruitment covering temporary, permanent and contractor needs across the following sectors:

- Administration and Business Support
- Accounting, Banking, Finance and Insurance
- Contact Centre
- Engineering
- Government and Policy
- Human Resources and Recruitment
- Industrial
- Marketing and Communications
- Procurement and Supply Chain
- Programme and Project Management
- Property and Construction
- Sales and Relationship Management
- Volume and Project Recruitment

## Expertise To Suit

Within disciplines, we recruit for the full range of positions from entry-level through to executive appointments. Depending on our clients' needs, our recruiters will deliver an end-to-end solution or unbundle the recruitment process to supplement the expertise and resources you have in your organisation.

## How We Do It

Because we have a broad focus, but we are staffed by specialist recruitment professionals, we're able to offer the combined benefits of breadth, reach and personalised, expert service. Collaboration, sharing, building a real relationship and true partnerships are what set us apart. Not only do we understand New Zealand, but we have been specifically built and grown for this market.

## Support & Partnership

We offer specialist consulting services to support our client organisations' talent lifecycles. Some of the key services we deliver via workshop, training or coaching include:

- Talent development
- Assessment centre design
- Outplacement services
- Psychometric profiling and skills testing
- High performance profiling

## The Accordant Group

The Accordant Group is comprised of four trading entities: Madison, AWF, Absolute IT and JacksonStone & Partners. The Group has capability spanning all aspects of commercial and industrial recruitment services including permanent, temporary and contractor assignments. Collectively, the Group employs close to 300 full time staff across 22 towns and cities.

For more information visit [accordant.nz](https://www.accordant.nz).

## CONTACT US

To find out more about Madison and our services, you can visit our website at [www.madison.co.nz](http://www.madison.co.nz) or call us on 0508 MADISON

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