

NEW ZEALAND

# EMPLOYMENT MARKET REPORT 2024

SALES

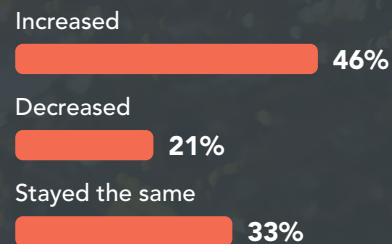


# Sales

## The Market

Employment activity across the spectrum of sales roles was quite busy post-pandemic, with many New Zealand businesses requiring salespeople to promote their services. However, this activity slowed from mid-2023 due to a range of factors including the election, economic pressures, and budget constraints. These economic pressures were felt nationally and internationally, causing many businesses, especially those targeting B2B services, to tighten their belts. Moreover, businesses that imported stock or manufactured products experienced supply chain delays from global suppliers who could not keep up with demand.

### Sales Employers' workforce size in 2023



The car, truck, construction, and building sales industries sustained decent levels of business, fostering demand for competent salespeople last year. Employers were looking to fill permanent sales positions and showed little interest in temporary or contract roles. In particular, Business Development Managers (BDMs) were in high demand and employers were willing to alter commission structures or increase base salaries for the right individuals.

We discovered that advertising job positions for skilled salespeople was ineffective, as most candidates needed to be personally contacted and convinced to consider a new role. Sales recruiters had to put in a lot of effort to persuade candidates to consider a new job opportunity. The job market saw a slight rise in negotiated salaries, and candidates were practical in their expectations regarding their earning potential.

## Employers

In 2023, employers were searching for highly skilled BDMs with a proven sales background. Employers preferred candidates with experience in hunting for new business rather than those with experience in account management and growing existing client business. Furthermore, employers were looking for BDMs with specific industry knowledge so that they could quickly adapt to the job requirements.

The ideal BDM was a self-motivated and goal-oriented individual who could work independently. They were expected to be comfortable with cold calling but also had good industry connections and were well-informed about upcoming projects related to their industry.

Employers were flexible in adjusting the commission structure for successful candidates, changing it from capped to uncapped. In 2023, health insurance became a more common benefit offered to valued employees and their families.

### Top new benefits implemented by Sales Employers in 2023



**1<sup>st</sup>**  
Flexible working options



**2<sup>nd</sup>**  
Access to mental health support or EAP



**3<sup>rd</sup>**  
Wellbeing initiatives aimed at improving physical/mental health







# Sales

## Job Seekers

In 2023, motivating job seekers to apply for jobs was challenging, especially if they were secure in a role. The sales employment market was tough after the lockdowns, and candidates who secured jobs during this period were hesitant to leave. Experienced salespeople were found to be staying put for three to five years, preferring to capitalise on their commission earnings once they started earning well.

Those who were actively looking for jobs were selective in their search, only interviewing for positions they were genuinely interested in. Furthermore, they expected timely responses from potential employers. Employers could take comfort in knowing that job seekers were dedicated and not applying for multiple roles simultaneously.

Our research found that the primary motivation for job seekers to change roles was the opportunity to work for a stable and supportive manager with a clear strategy. The second most common reason is when individuals

have been made redundant as a result of restructuring. Candidates were looking for a good manager, an attractive compensation package, and a company culture that aligned with their preferences. Many candidates in Auckland were willing to leave the city due to its traffic, cost of living, and house prices. Some were also moving closer to family in other parts of the country, notably to Christchurch.

Job seekers were realistic in their salary negotiations, but employers tended to offer conservative salaries unless they were pursuing a highly qualified candidate. Candidates expected to receive a company vehicle, fuel card, a commission structure with uncapped commission, along with a reasonable amount of travel.



**23%**

of Sales Job Seekers received a bonus in 2023

## The Year Ahead

The early 2024 market outlook is positive with salespeople expected to produce better results for their organisations than the prior year. Salaries are expected to remain stable this year with the real earning potential coming from the commission structure. Sales candidates will be more willing to take risks and are expected to move around the job market freely.

This year, the trend for salespeople to specialise in their field will be more pronounced. Employers will be specific about their preferred candidates having the right specialist skillset and product knowledge for certain niches. Retention of good performers will be a top priority for employers who understand the importance of providing a good culture to attract and retain staff.

Managers will be expected to provide a clear strategy for the business's direction and offer appropriate training to new hires, ensuring their success. Employers are encouraged to make decisions about new hires more confidently and to take a more open-minded approach to candidates.



**78%**

of Sales Job Seekers are considering a move to a new workplace in 2024

## Sales Salary Guide

ROLE	AUCKLAND		WELLINGTON		WAIKATO & BAY OF PLENTY		LOWER NORTH ISLAND		CHRISTCHURCH	
	Low	High	Low	High	Low	High	Low	High	Low	High
Sales Director	220	280	220	260	150	250	120	230	120	250
Sales Manager	130	180	120	190	120	150	90	140	100	170
Senior Account Manager	125	150	120	150	100	130	80	120	90	120
Key Account Manager	100	145	100	140	90	130	70	120	75	130
Customer Relationship Manager	95	130	90	130	90	110	75	110	75	125
Business Development Manager	95	145	95	145	90	130	75	120	90	120
Account Manager	80	100	75	100	80	100	75	100	75	120
Sales Coordinator	70	80	65	85	65	75	55	75	60	80

Salary range in NZD \$'000s





# About Madison

Madison was established in 1998 and is part of the Accordant Group, the only New Zealand recruitment company listed on the NZX. We operate across seven key locations in Auckland, Hamilton, Tauranga, Wairarapa, Manawatū-Whanganui, Wellington and Christchurch.

## What We Do

Madison works across almost all industry sectors, with clients that range from small start-ups to global blue-chip corporates, 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:

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

Within these 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 & skills testing
- High performance profiling

# The Accordant Group

## Delivering recruitment, resourcing and people solutions across New Zealand

Madison is part of the Accordant Group, which is the only staffing provider listed on the NZX. The Group comprises five businesses: Absolute IT, AWF, Hobson Leavy, JacksonStone & Partners and Madison Recruitment. Accordant Group's capability spans all levels and aspects of commercial and industrial recruitment services, including permanent roles, temporary assignments and contractor placements. In addition to this, in 2019 Accordant established The Work Collective, a social employment initiative.

To find out more, visit [accordant.nz](https://accordant.nz)

**Absolute IT** is a specialist agency that operates solely in the tech and digital market, recruiting permanent and contract IT professionals.

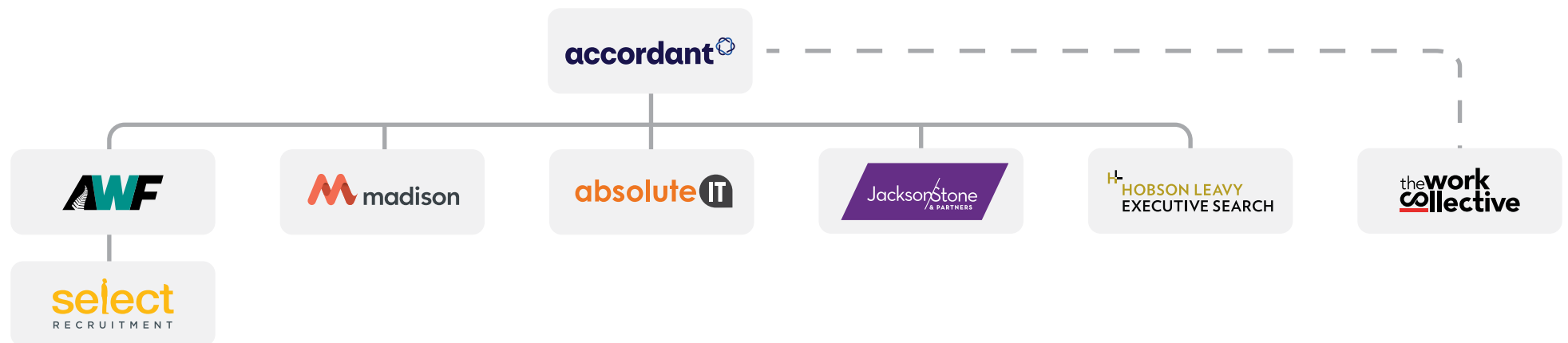
**AWF** provides labour hire and recruitment services from 21 branches across the country including Select Recruitment in Dunedin.

**Hobson Leavy** is a retained executive search firm with an extensive track record in both the public and private sectors, successfully appointing some of New Zealand's most senior leaders at Board, CEO and Executive level.

**JacksonStone & Partners** is one of the most experienced executive search, recruitment and contracting agencies in New Zealand, covering all disciplines up to chief executive and board appointments across the private, public and not-for-profit sectors.

**Madison** recruits temporary, contract and permanent staff for a broad range of clients and industries in the commercial and government sectors.

**The Work Collective**, our social employment initiative, is supported by each of our businesses and focuses on helping people with barriers to employment find meaningful work opportunities.





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Hamilton

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## **WAIRARAPA**

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*By appointment only*

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**madison.co.nz**

To find out more about Madison and our services,  
you can visit our website or call us on **0508 MADISON**.

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