



Sales

For the Sales industry, 2025 is all about balancing competitive base salaries with compelling incentive schemes to retain or attract top performers in this fast-moving, target-driven market. When it comes to account managers, strong client relationships, autonomy, and opportunities for growth are just as important as the numbers.

Sales Salary Guide

JOB TITLE	AUCKLAND		WELLINGTON		WAIKATO & BAY OF PLENTY		CHRISTCHURCH	
	Low	High	Low	High	Low	High	Low	High
Sales Director	220	280	220	260	200	250	200	250
Sales Manager	130	200	120	190	120	180	120	170
Bid Writer	70	110	70	110	110	140	110	140
Senior Account Manager	100	140	110	150	100	130	100	130
Key Account Manager	100	130	90	140	100	130	90	130
Customer Relationship Manager	90	130	90	130	80	110	80	125
Business Development Manager	95	130	90	145	90	130	90	130
Account Manager	90	120	75	100	80	100	75	120
Sales Coordinator	65	85	65	85	65	80	60	80

Salary range in NZD \$'000s