

# Outside Sales Representative Compensation Guide

## What makes a good Outside Sales Representative?

A good Outside Sales Representative must be a subject matter expert when it comes to the product or service they are selling. They need to be able to answer any questions that come their way, and in a confident manner.

**Outside Sales Representatives** are sales professionals who meet with target customers in person. The outside sales representative usually meets with prospective buyers without the need to be accompanied by any senior management staff of the company. Outside Sales Representatives usually do extensive sales presentations and attend trade shows.



## U.S. Average

The total average of low, mid, and high salaries for a Outside Sales Representative in the U.S.



**\$42K**  
Low Average

**\$67K**  
Mid Average

**\$107K**  
High Average

## SALARY RANGES BY SOURCE



## SALARY RANGES AND AVERAGES BY LOCATION



## Salary Mix

The right salary mix motivates teams for mutual success and higher profits.

**Bonus payments are typically**

**30-50%**

**of an individual's salary**



Keep these in mind while establishing bonus structures:

- Reward employees based on **key business drivers** aligned with revenue goals
- **Don't cap their commission**
- Create commission plans with **graduated commission rate levels** to support exceeding goals
- Consider **paying more for new clients** vs. adding business to existing clients

