



# Competitive Compensation

## How dealers are attracting talent with their plans

Compiled by: Brent Hoskins, Office Technology Magazine

Following are several related questions submitted by a dealer member as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and many others can be found in the members-only section of the BTA website. Visit [www.bta.org/DealersHelpingDealers](http://www.bta.org/DealersHelpingDealers). You will need your username and password to access this member resource.



**In a time when sales candidates are scarce, a competitive compensation structure is even more important than ever. I would like to know what other dealers are doing to attract talent by way of compensation. What is your typical base salary? What are your commission ranges? Do you offer additional non-monetary incentives?**

"Unfortunately in our market, \$60,000-per-year salaries have become common for industry veterans. We pay up to 50% of the adjusted gross profit for net-new business and 32% to 35% for upgrades. Additional non-monetary incentives would be 80% of employees' and 50% of dependents' health care [is paid], along with a 50/50 match of 401k."

*Richard Van Dyke, president/CEO  
Advanced Office, Irvine, California*

"We pay them \$2,000 to \$2,500 salary [per month], 35% profit in new business and 30% for existing customers. We offer up to \$250 for gas allowance."

*Jose Hernandez, owner  
JCM Distributors, Miami, Florida*

"Our base salary going forward will be around \$40,000. We have the reps at 35% of gross profit for commissions for existing accounts and 45% for net new. We offer \$500 to the sales rep of the month and the annual President's Club trip has an incentive to exceed their quota."

*Jennifer Thomson, vice president of sales and marketing  
Automated Business Solutions, Warwick, Rhode Island*

"Straight commission. [They get] 60% of gross profit."

*Frank Braun, manager  
EDC Business Solutions, Richmond Hill, New York*

"We have moved to a base-plus-commission structure with a starting annual pay of \$36,000 to \$48,000. Currently, the commission rate is 15%. We offer a revenue multiplier for net-new business, which helps salespeople reach their monthly/quarterly revenue targets and associated bonuses more quickly. We have a car allowance of up to \$500 per month."

*Don Nesbitt, president  
CSRA Document Solutions, North Augusta, South Carolina*

"\$40,000 base salary, 35% of gross profit for current clients, 50% of gross profit for net-new clients and 50% of gross profit for used equipment."

*Gordon Stapleton, vice president/CFO/owner  
Quality Digital Office Solutions, Mt. Joy, Pennsylvania*

"Base salary is \$30,000 to \$55,000 depending on experience and quota. They make 25% to 35% of gross profit with cost at OEM plus 8% to 10% depending on the product. Quarter incentives range from 1% to 1.5% with gates. We pay a car allowance and a cellphone allowance. We have an established base, so this may need to go up if the territory is not developed."

*Nick Lioce, president  
The Lioce Group, Huntsville, Alabama*

"We are going overseas for sales staff and adding self-service automation to our systems."

*Jeffrey Foley, owner  
Apollo Companies Inc., Alvin, Texas*

"CPI has a base that ranges from \$32,000 to \$40,000 depending on outside sales experience. The rep can then make up to 55% of the gross profit over outcost, which is based on bundling service in the lease, keeping service whole, not locking in service pricing, selling in-stock gear and net-new business. We have monthly, quarterly and annual sales contests with a trip for top-performing reps."

*Erik Crane, president/CEO  
CPI Technologies, Springfield, Missouri* ■

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