



**METALJOBS**  
NETWORK

# SALES COMPENSATION SURVEY

2022



**SALES LEADERS  
IN METALS SUPPLY CHAIN**

[www.metaljobs.net](http://www.metaljobs.net)  
(502) 208-1201





**MetalJobs Network** is a niche executive search firm that has specialized in direct placement of exceptional, high-impact talent within the metals industry since 1991. We have a proven record of recruiting top professionals in sales, business development, technical, operations, management, and executive positions across the country.

We carry out contingent, engaged, and retained searches for leading companies in the metals industry to uncover dedicated employees who may not otherwise be on the job market. No other metals-specific recruiting firm offers the size, capability, resources, or service that MetalJobs Network does.

## 6-STEP RECRUITING PROCESS

PLANNING

RESEARCH

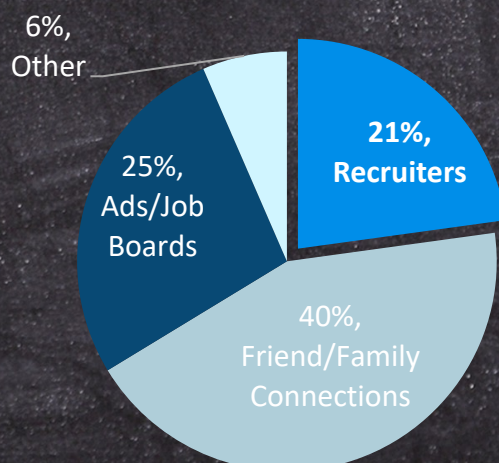
RECRUITING

ASSESSMENT

INTERVIEWING

ACCEPTANCE

## Entering the Industry



Recruiters account for how 21% of survey respondents entered the metals industry.





## WHY METALJOBS NETWORK?

At **MetalJobs Network**, we are market masters in our niche, have over 50,000 candidates in our network, and work with some of the most recognized names in the metals industry.

138,000+

Metals industry  
candidates in  
MJN database

1,211

Metals industry  
professionals  
placed from 1991-  
2020

97%

Offers  
extended that  
were accepted  
over past 3  
years

54%

Candidates  
submitted who  
were interviewed  
over past 3 years

We know our market and have our fingers on the pulse of industry changes. Finding the right fit among true top talent comes from an investment in data, an understanding of the true cost of open territories, and a commitment to *partnership* – all pillars of MetalJobs Network.

As such, MetalJobs Network is uniquely situated **to survey sales leaders** in the metals supply chain.

This survey was conducted in July and August 2022 to answer a variety of questions, focusing on how the environment in the metals industry has changed since the pandemic began, including where compensation stands now compared with the last time MetalJobs surveyed this same group in 2018.

**And the bottom line:  
the bottom line has grown.**



# Income Gains Satisfy Sales

MetalJobs Network takes temperature of the industry through comprehensive survey of supply chain salespeople.

**S**ince the early days of the pandemic, one of the most significant issues facing the metals supply chain is the ability to find, train and retain talent.

On top of that, operators of metal service centers and others in the manufacturing space have had to manage

MetalJobs Network, in partnership with *Metal Center News*, has measured the pulse of the steel supply chain. The Louisville, Ky.-based executive search firm has long been surveying professionals in the manufacturing sector to gauge how companies are handling a host of personnel questions.

The survey here was conducted

on how the environment has changed since the pandemic began, including where compensation stands now compared with the last time MetalJobs surveyed this same group in 2018.

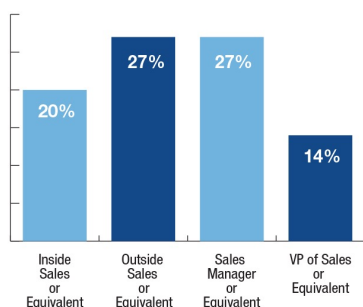
And the bottom line: the bottom line has grown.

In the survey, MetalJobs interviewed four groups of employees: inside salespeople, outside salespeople, sales managers and executive vice presidents. Outside sales and managers represented 27 percent of the respondents, followed by inside sales (20 percent) and vice president of sales or equivalent (14 percent).

For each cohort, the compensation levels have grown significantly in the last four years.

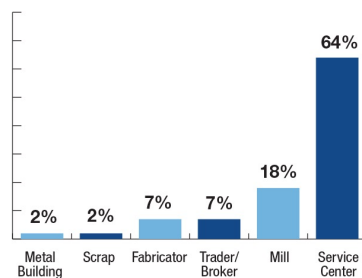
Inside salespeople with one to five years of work experience had a base salary of \$56,325 and total wages of \$62,235. The numbers in each category increased steadily depending on length of time in the industry, with salespeople with 21 year

**What Is Your Title?**



the newfound expectations of sales and other office workers, suddenly accustomed to working from home throughout the worst of the COVID outbreak.

**Company**



in July and August, reaching out to a number of sales and management personnel in the MetalsJobs' database to answer a variety of questions, focusing



This summer, Metal Center News partnered with niche executive search firm MetalJobs Network to survey sales leaders in the metals supply chain.



## Sales Compensation Survey

or more service in the industry earning a base salary of \$71,250 and total compensation worth \$84,750

Altogether, in 2022, inside salespeople averaged \$65,950 and total compensation averaged \$76,726. In contrast, four years earlier, inside salespeople made \$59,808 and total compensation was \$67,727.

In raw numbers, base pay was up \$6,142 and total compensation increased by just shy of \$9,000. On a percentage basis, base pay was up 10.3 percent and total compensation climbed 13.3 percent.

Moving to outside sales, the gap between base pay and total

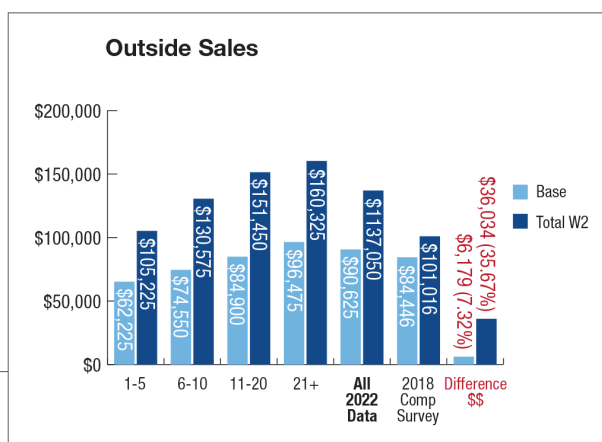
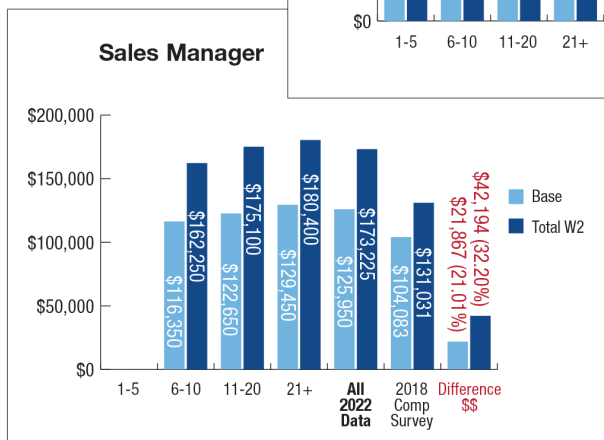
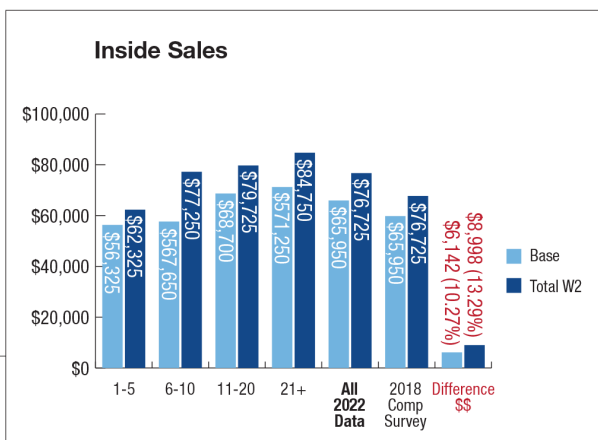
pay and \$101,016 in total wages. Interestingly, the gains in base pay for outside salespeople nearly mirrored the figure for inside salespeople at \$6,179. However, the total compensation grew by \$36,034. Those numbers represented a 7.3 percent increase in base pay but a 35.7 percent improvement in total compensation.

For sales managers, a position

geared toward more experienced metals industry players, there were no individuals with 1 to 5 years' worth of experience. Sales managers with 11 to 20 years of experience averaged \$122,650 in base pay, a figure which jumped to \$175,100 after all compensation was included.

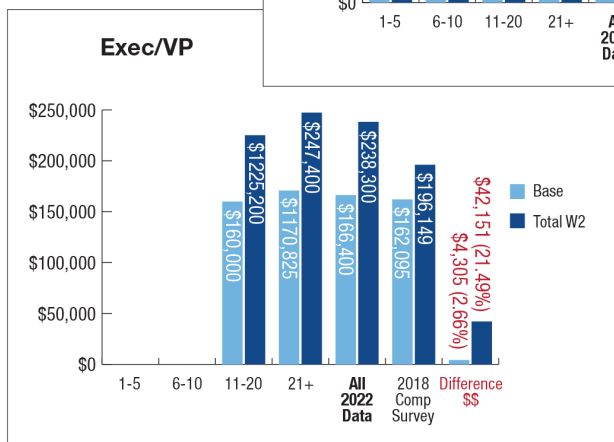
In total, sales managers averaged \$125,950 in base salary and another \$173,225 in total compensation. Four years earlier, those numbers were \$104,083 and \$131,031. The \$21,867 increase in base pay represented a 21 percent increase from 2018, while the \$42,194 gain in total compensation was up 32.2 percent compared with the previous survey.

Finally, MetalJobs also surveyed vice president of sales executives, a group which only included those employees who



compensation was, quite naturally, much larger. For example, outside salespeople with six to 10 years of experience made \$74,550 in base pay, but averaged \$130,575 in total compensation, an increase of 75 percent.

Altogether, outside salespeople averaged \$90,625 in base pay and \$137,050 in total compensation. By comparison, in 2018 outside salespeople averaged \$84,446 in base



have spent more than 10 years in the industry. The base salary for managers with 21 years or more in metals totaled \$170,825 and total compensation reached \$247,400.

In 2022, sales managers averaged



## Sales Compensation Survey

\$166,400 in base pay and \$238,300 in total compensation. Four years prior, the base pay was similar at \$162,095, but total compensation was \$196,149. The base pay only increased 2.7 percent over four years, but total compensation was up 21.5 percent.

### Who did we survey?

While service center respondents made up the bulk of the respondents, MetalJobs also included others in the metals business to provide some breadth. Almost 65 percent of respondents came from the distribution segment, followed by mill salespeople, at 18 percent, and fabricators, trader/brokers, scrap employees and metal building systems workers all representing less than 10 percent.

Survey respondents also came from across North America, though almost half were located in the American Midwest (defined here as the Great Lakes states minus Pennsylvania, plus the Dakotas, Nebraska, Kansas, Iowa and

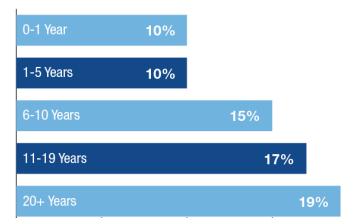
Missouri). Almost one-fifth were based in the Southeast, meaning the Carolinas, Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi and Tennessee). Approximately 2 percent of the respondents were based in Canada.

The salespeople tend to be well educated, with more than three-quarters of respondents having some post-secondary degree. About one in 10 came to the industry with a high school diploma, the same figure for grads of tech schools or associate degree schools.

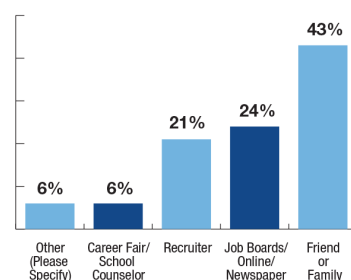
The survey takers are very much veterans of the metals business. More than half of the respondents (58 percent) have been in the industry 20-plus years, while only 6 percent have five years of experience or less.

Reflecting that experience level is the avenue that respondents have taken to get into the metals business. More than four in 10 salespeople entered the industry through some kind of friend or family connection. Ads on job boards or online newspapers pulled in another quarter of the respondents, while recruiters landed 21 percent. Only six percent joined the industry through career fairs or school counselors or other, reinforcing the long-held belief that today's secondary school systems are not steering today's teens toward a career in the manufacturing industry.

### Years in Metals



### How Got Into Metals

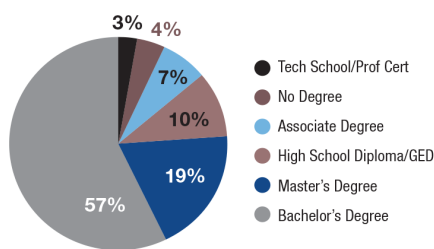


### About Their Companies

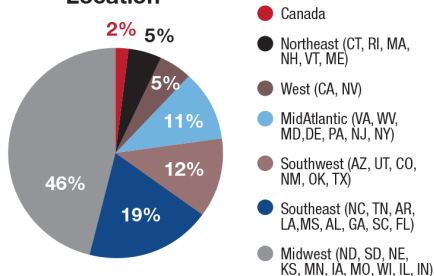
Among respondents, a full two-thirds of them work in the flat-rolled business, easily the highest figure. Plate, pipe and tube and bar products were all sold by approximately 40 percent of the respondents. Extruded shapes and structural products were sold by less than a quarter of survey takers, and just 7 percent are involved in wire sales. The figures, obviously, add up to well over 100 percent as many salespeople handle more than just one product category.

Their experience levels at their current employer was spread out fairly evenly. The bulk of respondents have been with their current employer between one and 10 years. Nonetheless,

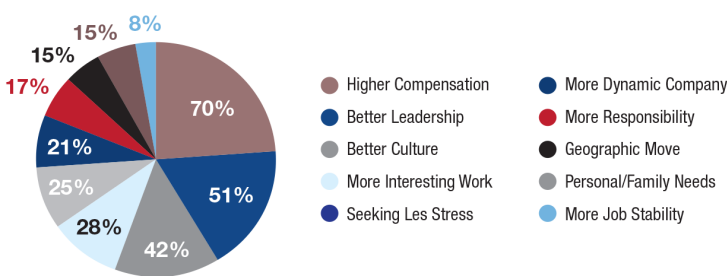
### Education



### Location



### Reason for Looking





## Sales Compensation Survey

a full 31 percent have spent 11 or more years with their employer.

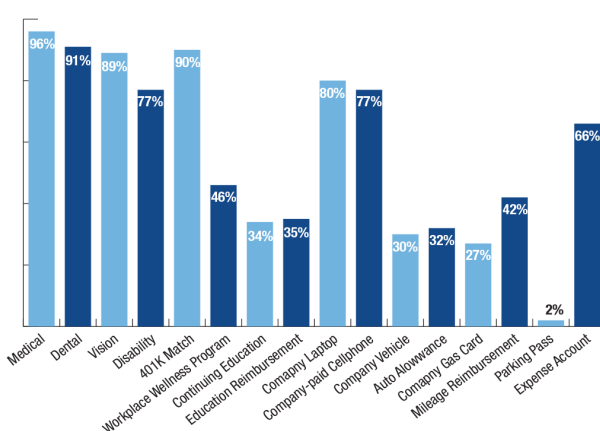
Most of the respondents (60 percent) manage only clients and/or sales territories. Another 24 percent manage both clients/territories and salespeople, while just 16 percent only manage salespeople.

### Beyond Compensation

Finally, we get to those benefits outside simple compensation. Leading the way is medical, which is enjoyed by nearly all of the respondents (96 percent). Dental, vision, disability and 401K match are all part of the standard package at more than three-quarters of respondents' companies.

Other common benefits include company laptop (80 percent) and cell-phone (77 percent), with another 66 percent of respondent companies pro-

**Benefits**



vided an expense account. They were actively looking for new work. Another 35 percent are looking passively for new opportunities, while 57 percent are not seeking out new employment.

In contrast, in 2018, 22 percent of respondents were actively seeking new work opportunities, with another 37 percent doing so more passively. Less than half (41 percent) were not in the market.

For those seeking new opportunities, better compensation was the biggest factor, an appeal for 70 percent of respondents. Beyond that, the reasons were driven more by the environment of the existing company, with better leadership (51 percent), better culture (42 percent) and a more dynamic company (21 percent) cited. Another 28 percent sought more interesting work, followed by less stress (25 percent) and more responsibility (17 percent).

Respondents said total income potential is their highest priority at 55 percent, followed by a good work/life balance at 46 percent, base pay at 42 percent and company reputation and culture at 41 percent.

Perhaps reflective of the growing use of hybrid and remote work, only 7 percent cited commute as a high priority. ■

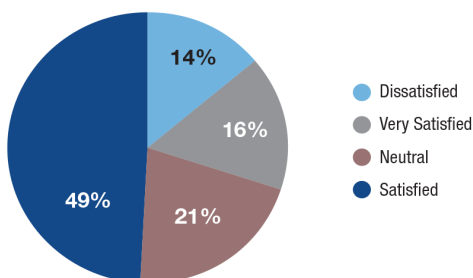
industry has seen since the start of the pandemic is in where employees are working. Before March 2020, 42 percent of sales personnel worked in-office, while 32 percent operated remotely and 26 percent used a hybrid model. Today, 41 percent work the hybrid schedule, 37 percent work remotely and just 22 percent are exclusively in-office.

Along those lines, 55 percent of salespeople are traveling less than they did before the pandemic, 31 percent are doing the same amount of travel and only 13 percent are on the road more frequently.

### Grass Growing Less Green

Surveyed about their interest in moving on, only eight percent of respondents indi-

**Comp Satisfaction**

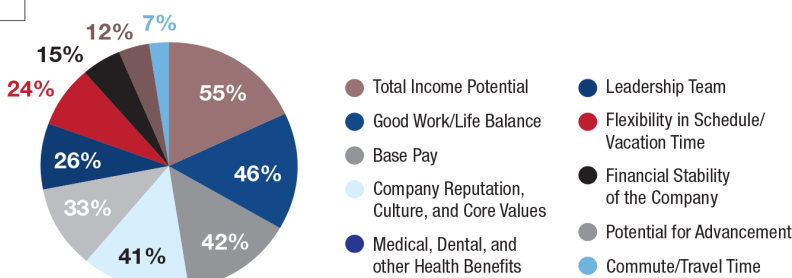


viding an expense account.

Among more recent developments, 46 percent of respondent companies offered a workplace wellness program, 35 percent provide education reimbursement and another 34 percent provide continuing education.

Of course, the biggest change the

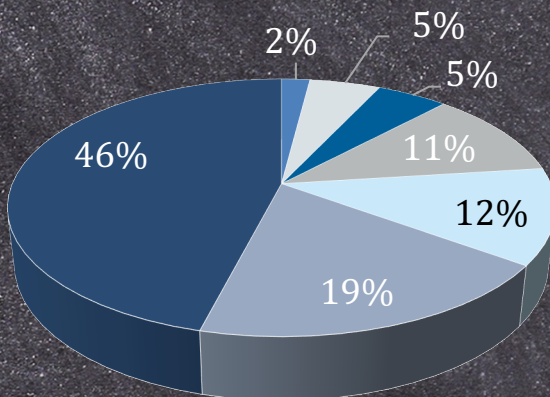
**Most Important**





## Surveyed Company Locations

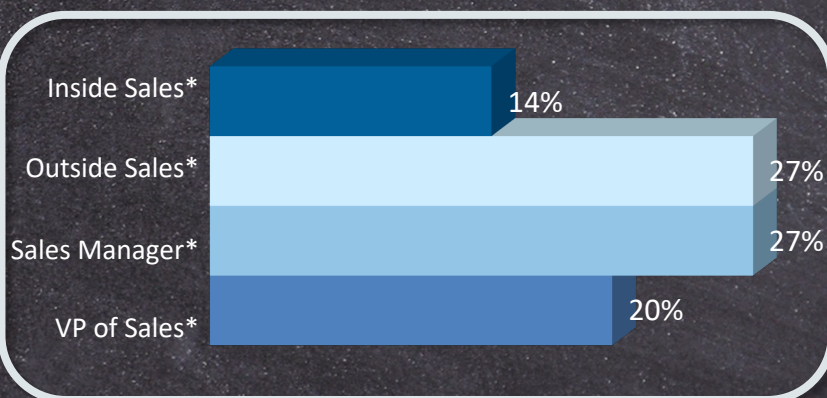
- Canada
- Northeast
- West
- MidAtlantic
- Southwest
- Southeast
- Midwest



MetalJobs Network's database includes contacts across North America allowing for a geographically encompassing respondent pool located in the US and Canada.

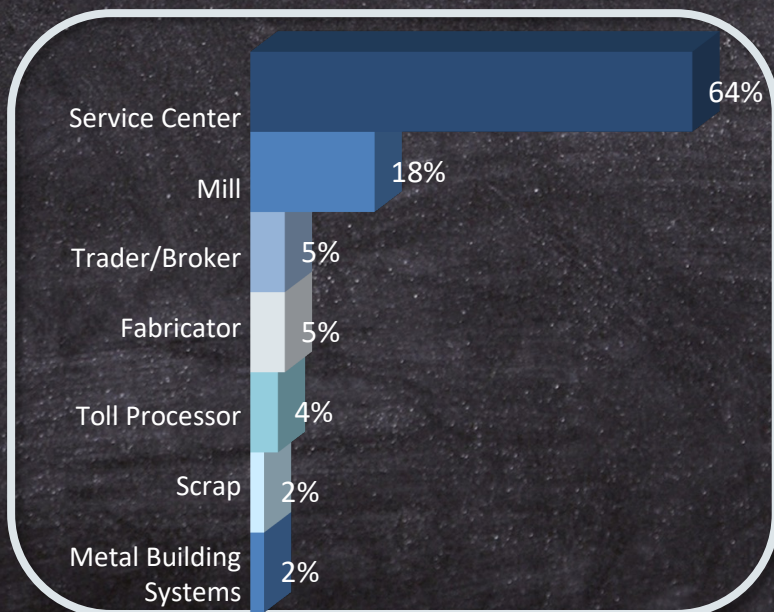
## Surveyed Employee Titles

MetalJobs Network focuses exclusively on professional and executive positions in the metals industry, specializing in searching and placing Executive, Sales & Marketing, and Operations/Manufacturing talent.



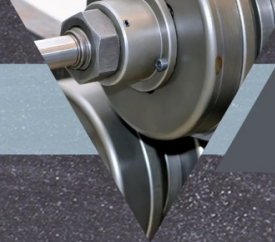
\*(or equivalent titles)

## Surveyed Company Types



MetalJobs Network has been a niche recruitment firm specializing in Service Centers, Mills, Trading Companies, Fabricators, Toll Processors, Metal Building Systems, Recycling/Scrap Yards, and more for over 30 years. Along with our proven history of successful placements, we are uniquely qualified to survey Sales Compensations within these companies and disciplines.





## The Bottom Line

Our 2022 Survey results have highlighted a stunning shift in the reported satisfaction employees feel in their current employment.

**In 2018**, 22% of respondents were actively seeking new work opportunities and 37% were passively looking.

**In 2022**, only 8% of respondents are actively looking and 35% passively looking, with 57% not seeking new employment.

One of the most significant issues facing the metals supply chain is the ability to find, train, and retain talent. Finding talent becomes even more challenging in the face of staggering shifts in total compensation satisfaction within current positions.

**COMPANIES SEEKING TO HIRE MUST BE PREPARED  
TO OFFER COMPETITIVE COMPENSATION PACKAGES  
TO NOT ONLY ATTRACT BUT RETAIN TOP TALENT.**





## MJN's Search Options

### Contingent

No money down. You only pay if you hire our candidate.

### Engaged

Small down payment. You pay the remainder only if you hire.

### Retained

Fee broken into 3 payments.

### Annual Retainer

Monthly payment towards estimated annual fees.

Our team is on the phone with hundreds of candidates a week. With over 130,000 people in our database, we have invested over \$200,000 post-covid into data alone.

MJN has added an 8-person research team to maximize our reach in the evolving metals industry and continually more competitive hiring landscape.

You will NEVER see a candidate from us that does not meet all three of these staffing criteria simultaneously:

The candidate will have a minimum of 90% of the skills you outline.

The candidate will be motivated by more than just money.

The candidate will have high character and values.



# THE COST OF AN OPEN TERRITORY

One can't always know when a sales territory is going to be vacant. A current salesperson could leave or have too much on their plate and only be able to focus on half or a third of their territory.

What we do know is that vacant territories hurt revenues. Without having a dedicated person to stay in front of customers and hunt for new business, the very best one can hope for is that sales remain flat.

Employers often fall into a trap where they think, "that territory can stay vacant for two or three months while we find a replacement." Two months doesn't seem like much until you consider the average ramp-in time for a new hire is five to eight months (even for candidates with exact product and territory knowledge).

These factors can be used to determine the actual cost of a vacant territory:

sales lost per month due to vacancy + the cost of having staff interview and screen candidates on company time + the cost to fly candidates in for interviews and potentially relocate them + the cost of the new hire's salary while they are ramping in

It doesn't take long before the cost can reach six or even seven digits.



# 2022 SALES COMPENSATION SURVEY



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