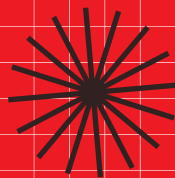
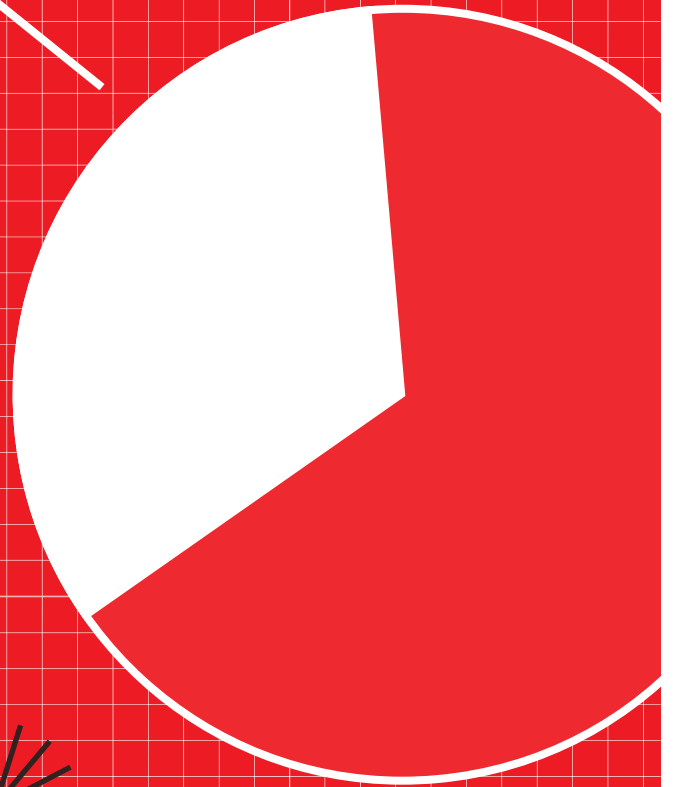


Talent *Guide*

“Powering Strategic
Workforce Decisions”

Sales
edition



REAL DATA

REAL STRATEGIES

REAL PLANS

S

talentpath
RECRUITMENT

2025

2026

Introduction

Powering Strategic Workforce Decisions

This guide is your strategic advantage in planning for the future.

In an era where business success is defined by the strength of its people, workforce planning is no longer just a HR initiative, it's a critical business strategy. As decision-makers prepare for the 2025/26 financial year, having real-time, data-driven insights into talent trends, salary benchmarks, and workforce dynamics isn't just helpful, it's essential.

That's where the Talentpath Talent Guide comes in. **Repurposed specifically for recruitment and workforce planning leaders**, this guide transforms raw talent data into actionable intelligence, helping organisations **make smarter, more informed decisions about headcount planning, budget allocation, and workforce investment.**

This resource is designed to offer critical insight into;

- What is driving the talent market and how your strategy and budget allocation connects to your existing and prospective talent.
- What are the essential workforce strategies to attract and retain top talent.
- Developing people strategies that are financially efficient and have a high ROI.

As businesses navigate talent shortages, shifting employee expectations, and economic uncertainty, the ability to budget effectively for the most important asset, your people, has never been more crucial.

We look forward to partnering with you to build a high-performing and resilient workforce.

Talentpath Recruitment Team

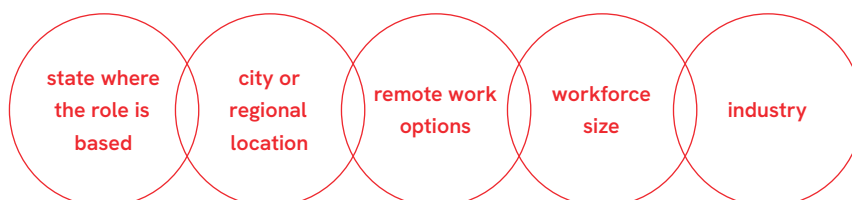
Salary Guide

Sales

Sales	24/25
General Manager of Sales	\$220 - 350k
Head of Sales	\$180 - 250k
National Sales Manager	\$150 - 210k
Sales Manager	\$120 - 190k
BDM	\$90 - 160k
Sales Executive	\$95 - 140k
Relationship Manager	\$85 - 120k
Account Manager	\$75 - 115k
Internal Account Manager	\$65 - 80k
Internal Sales Representative	\$65 - 120k

*salary figures are base only - super not included in bands

Our salary banding is based on national data and considers the following factors:



Turning Talent Insights into Strategic Workforce Investment: **A Guide for FY25/26**

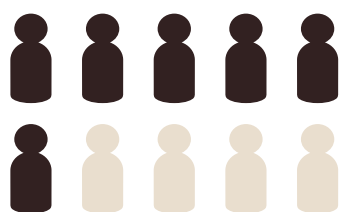
As businesses enter planning mode for the 2025/26 financial year, the smartest organisations are taking a people first approach.

These insights aren't just interesting, they're essential to shaping the talent strategies that will set high-performing teams apart in the year ahead.

Based on exclusive insights from Talentpath's 24/25 Talent Guide survey, we've uncovered critical trends across the Sales community that can directly influence how businesses attract, engage, and retain their most valuable asset; their people.

With salaries, workforce development, and retention strategies often making up a significant portion of operational budgets, now is the time to ensure every people decision is informed by real data.

1. *Back the Self-Starters to Build Internal Loyalty*



56%

of Sales talent networking to progress their career, it's clear they're not waiting around for development to be handed to them.

Strategic action: Harness that proactive mindset by investing in internal networking, cross-functional exposure, and leadership access programs. Build budget for initiatives that make it easier for high performers to grow within, before they start looking elsewhere.

2. *Make Learning Accessible, Not Optional*



Only 22% have a professional development plan, and 38% don't receive any study support despite 38% rating L&D as very important.

Strategic action: Allocate funding for plug-and-play learning modules and structured development templates. Track participation as a retention indicator in quarterly planning cycles. Prioritise accessible, real-time learning options that can integrate seamlessly into the flow of a busy sales role.

3. *Leverage Peer Recognition as a Retention Tool*

Sales talent is **unique in preferring recognition in front of peers** over one-on-one praise.

Strategic action: Allocate part of your engagement budget to visible, team-based recognition moments, whether it's deal wins, client growth, or cross-functional success. Use these public forums to boost morale and spotlight high performers.

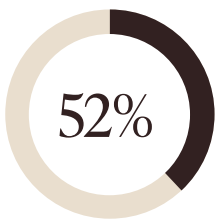
4. *Attract Through Growth and Leadership Visibility*



Beyond culture and values, a quarter of Sales talent consider **business growth** and **leadership credibility** as key attractors.

Strategic action: Use your employer brand budget to spotlight leadership vision, market growth plans, and future career opportunities in your recruitment campaigns, particularly for mid-career talent.

5. *Tackle Burnout Differently for Men and Women*



of Sales professionals report experiencing multiple wellbeing challenges, with burnout and fatigue increasing, especially for women.

Strategic action: Plan gender-responsive wellbeing strategies targeting flexibility and recovery time for women, and motivation-building for men. Incorporate this into your wellbeing budget, using survey data to shape program design.

6. *Future-Proof Your Incentive Strategy*

only
25%

place **bonuses or commissions** in their top motivators for changing roles while flexibility, salary and team culture matter more.

Strategic action: Rethink how you structure sales rewards. Shift budgeting from pure commission to broader recognition and work-life balance initiatives. Build flexibility into performance structures to align with what talent values most.

These insights aren't abstract, they're a blueprint.

Your workforce strategy doesn't just live in your HR team; **it's a line item in your budget, a lever in your growth plan, and a reflection of your values as a business.**

We'd love to help you use these insights not only to plan for the year ahead, but to build a workforce ready for what's next.

Sales

Sales talent have an extraordinary ability to sway even the most stubborn individuals into becoming loyal customers. Beyond hitting targets, closing deals, and driving profits, they are passionate about cultivating relationships that foster long-term growth. In the high-stakes world of sales, keep your talent fired up with a salary that turns heads, recognition that makes them shine in the spotlight, and a mix of mentorship and flexible working arrangements that keeps their energy levels as high as their sales numbers.

Top three factors that contributed to Sales talent **leaving their last role**:

- 1 Lack of career progression
- 2 Salary
- 3 Feeling unfulfilled

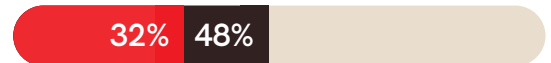
Top three factors that would attract Sales talent to a **new role**:

- 1 Salary
- 2 Flexible working
- 3 Team

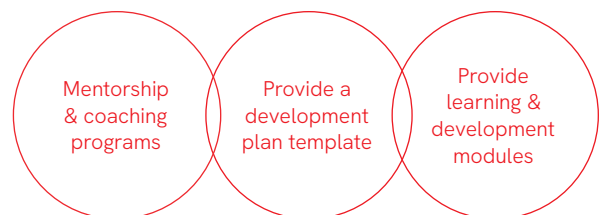
Top three factors that would attract Sales talent to a **new organisation**:

- 1 Culture
- 2 Values alignment
- 3 Stability

48% of Sales talent expect to **change jobs** in the next year with **32%** **currently job hunting**.



Top 3 things Sales talent think their organisation could do better to assist with career progression:



of Sales talent say they are **never contacted** for work purposes **outside of their standard hours**.

Men 78%, Women 59% & Gender Non-conforming 20%

of Sales talent think it is **reasonable** to be contacted by their employer **outside of working hours**.

Top three ways Sales talent like to be rewarded for their work:

- 1 Salary raise
- 2 Bonus or financial reward
- 3 Promotion or career progression

After salary, the top three benefits Sales talent value are:

- 1 Flexible hours
- 2 Flexible locations
- 3 Career development

43%
of Sales talent say **no benefit** is more important than salary.

48%
of Sales talent say professional **learning and development opportunities** are very important to their job satisfaction.

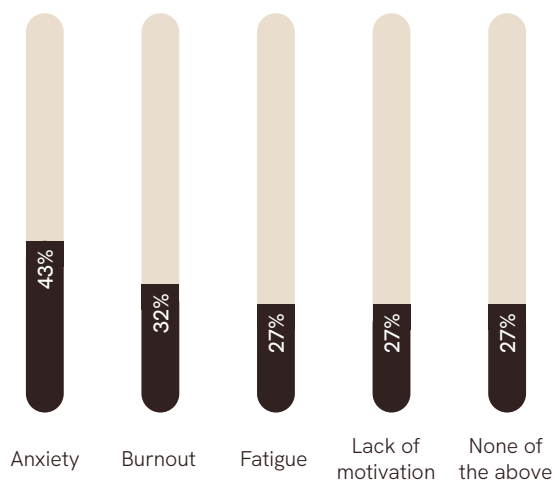
Only 10%
of Sales talent are participating in a **mentoring or coaching program**.

43%
of Sales talent feel **supported** and have a clear understanding of their **career pathway**.

A quarter of Sales talent say **business growth** is in their top three attractions to a **new organisation**.



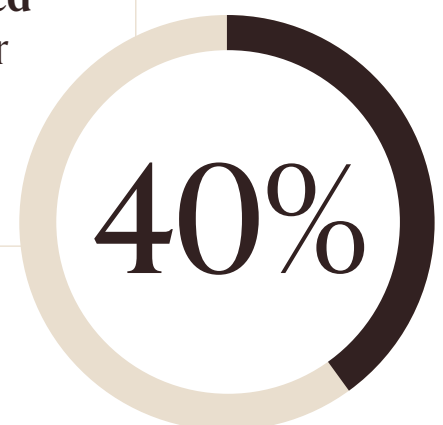
“In the last 12 months, has your ability to perform your best in your role been impacted by any of the below?”



*Anxiety & lack of motivation have decreased from last year, burnout & fatigue have increased.

Sales talent are the *only division* that prefer recognition in front of their peers over one-on-one recognition.

40% of Sales talent *strongly agree* they feel **included, respected and safe** to be their authentic self in their workplace.



Your blueprint to *Budgeting* and *Planning*.



Talent
Guide

1300 768 358
hello@talentpath.com.au
Brisbane | Sydney | Melbourne

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