

SALARY REPORT 2023

AUTOMOTIVE SALES



PIE

Our latest 2023 Market Report contains up to date data on salary level research for sales roles across three key areas of the Automotive market - Fleet & Leasing, Dealer Services and the relatively new kid on the block, EV, Mobility & Tech.

This information has been obtained directly from candidates operating within the UK market and provides a salary range from the most recent candidates qualified by PIE Recruitment across different categories.

The candidates surveyed operate in a wide range of business operating stages but the majority are working within established corporates or SMEs.

The Automotive team at PIE is always happy to give you individually tailored salary advice according to your own growth stage. Should you require something more bespoke please don't hesitate to get in touch – click below to contact us.



MARKET OVERVIEW

After a turbulent few years due to the pandemic, the hiring market in the Automotive sector returned with a bang in 2022 and the trajectory has continued into 2023.

There are some interesting dynamics at play though. Within the sales arena the traditional employers such as Manufacturers, Leasing and Rental companies are facing a fight to both retain their talent and attract new candidates into the sector.

There are several factors having a big impact on the hiring market.

Compensation

As a whole, the traditional markets have not flexed their financial muscle in terms of salary increases. Some of the more standard roles are still paying salary ranges in line with what they were doing 5 years ago. Factoring in the cost of living increases that we are all facing means this is driving successful candidates from these employers to look elsewhere to enhance their earnings. This also means their ability to attract top talent into these roles is also hampered.

Flexible working

Candidates in all sectors are looking for a more modern workplace involving remote work and flexible working practices. While some employers are addressing these needs it is still in the minority and when combined with uncompetitive salary bands, it's resulting in employees looking for more forward thinking, dynamic organisations.

Competitive markets

Certainly from a sales perspective, a lot of the traditional companies are still offering similar solutions to ever changing customer needs. This means that to be successful in these channels can sometimes mean just "standing still". Successful salespeople want to be involved in growth markets where there is a real need and appetite for the product or service they are selling.

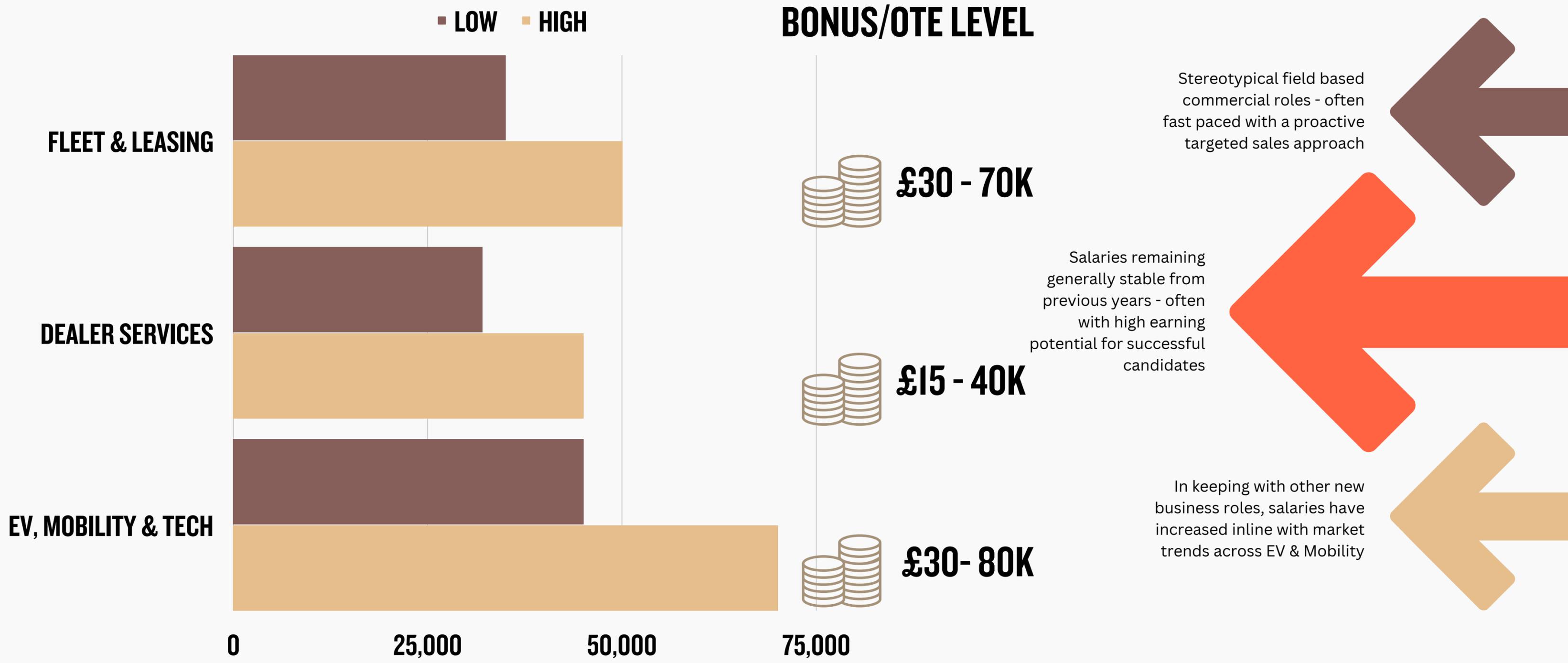
The rise of tech in the Automotive space.

With more and more organisations looking to tech to optimise their business operations there has been a huge rise in the tech and mobility businesses snaring the talent from their more traditional rivals. They are offering higher salaries and more dynamic working environments which puts them in the winner's seat from the off. These businesses are also looking to attract talent from outside the Automotive markets, which in turn has driven them to increase their salaries in order to compete.

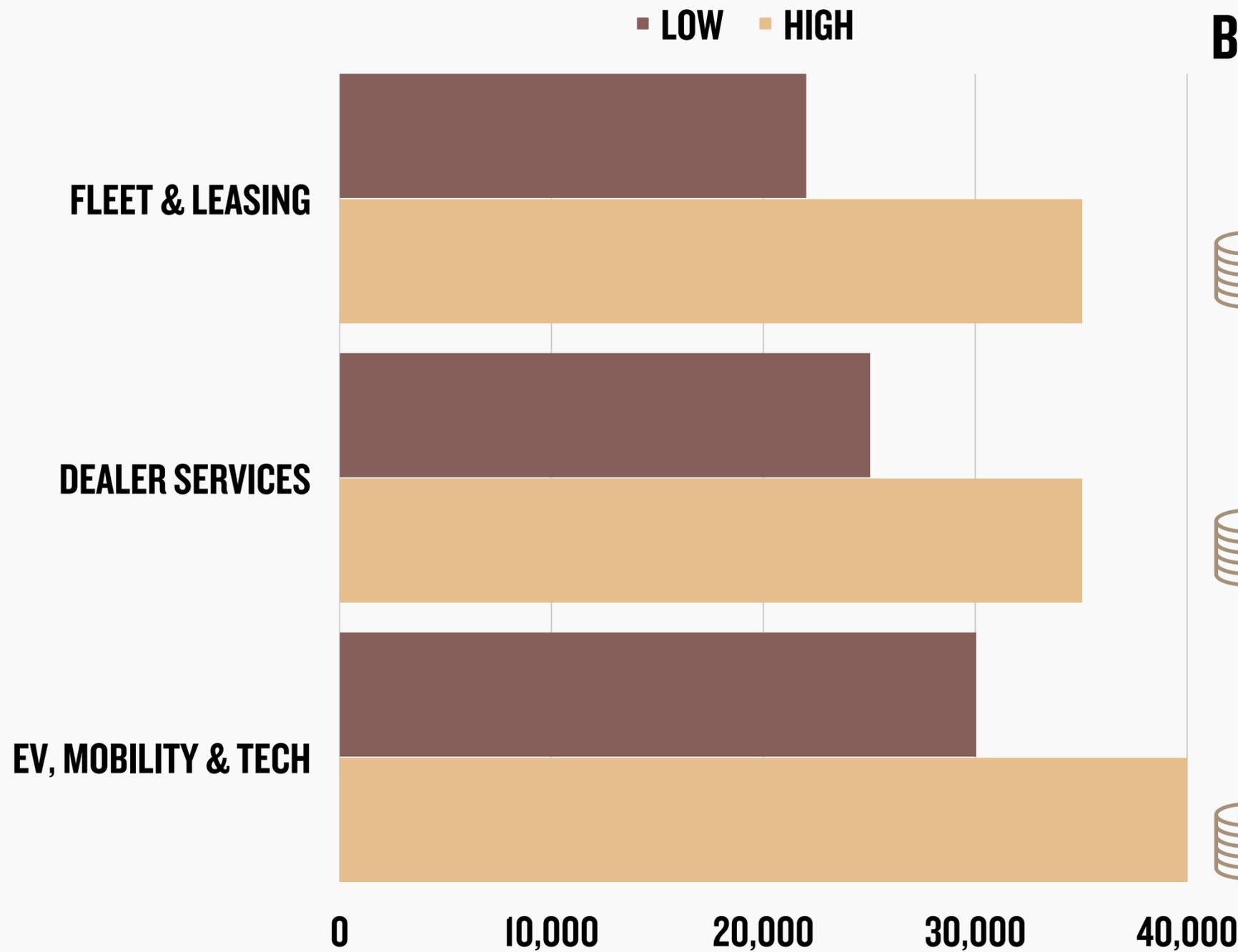
**“THERE HAS BEEN A HUGE RISE
IN THE TECH AND MOBILITY
BUSINESSES SNARING THE
TALENT FROM THEIR MORE
TRADITIONAL RIVALS”**



BUSINESS DEVELOPMENT MANAGER



INTERNAL ACCOUNT MANAGER



BONUS LEVEL



Always an extremely competitive market with a low retention rate



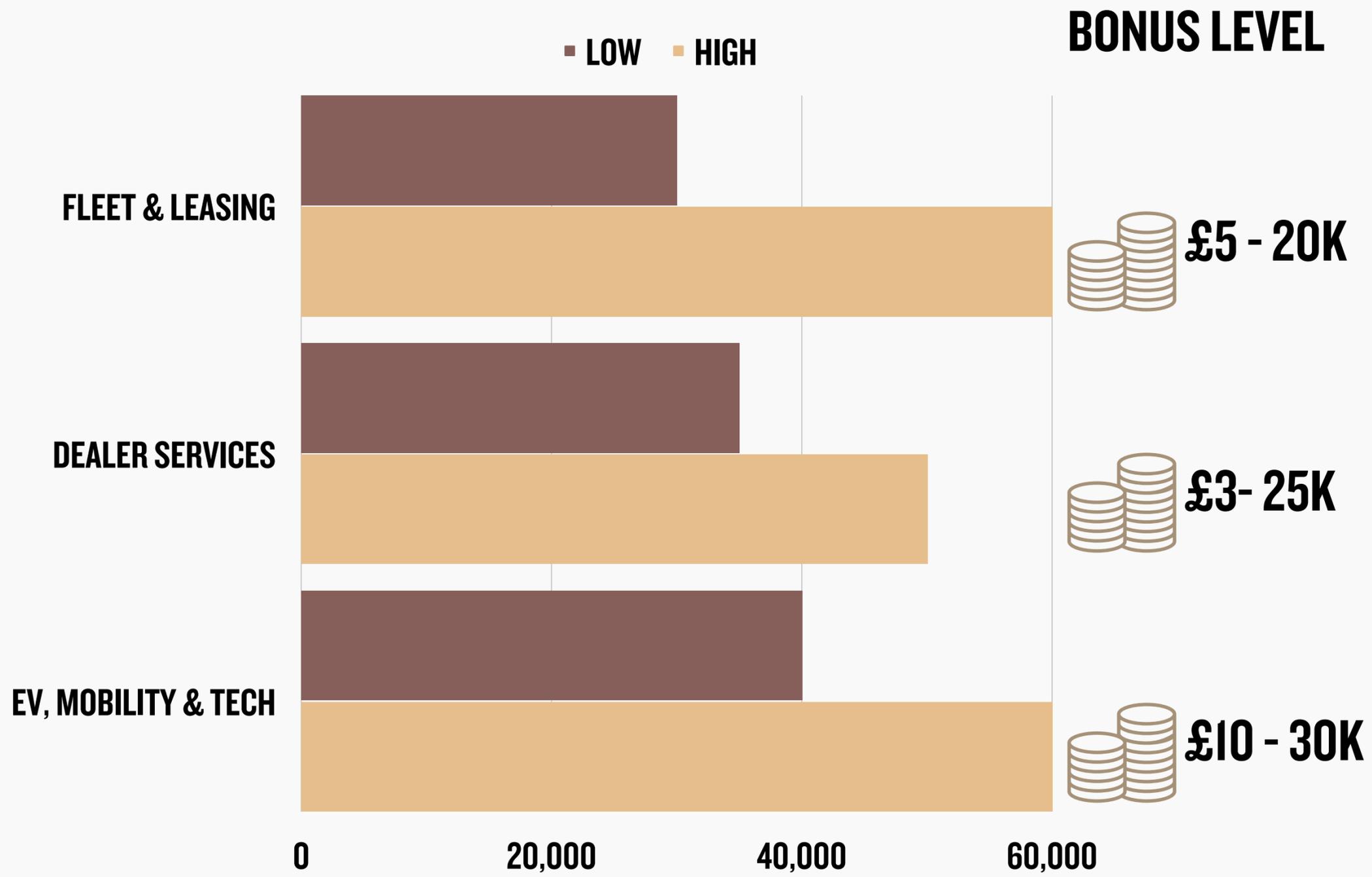
Harder to recruit, largely due to low basic salaries & high burnout rates



Seeing wider adoption of a SaaS based model with Customer Success & SDR roles replacing traditional BD.



KEY ACCOUNT MANAGER



Seeing more consistency of salary levels across all sectors at this role level



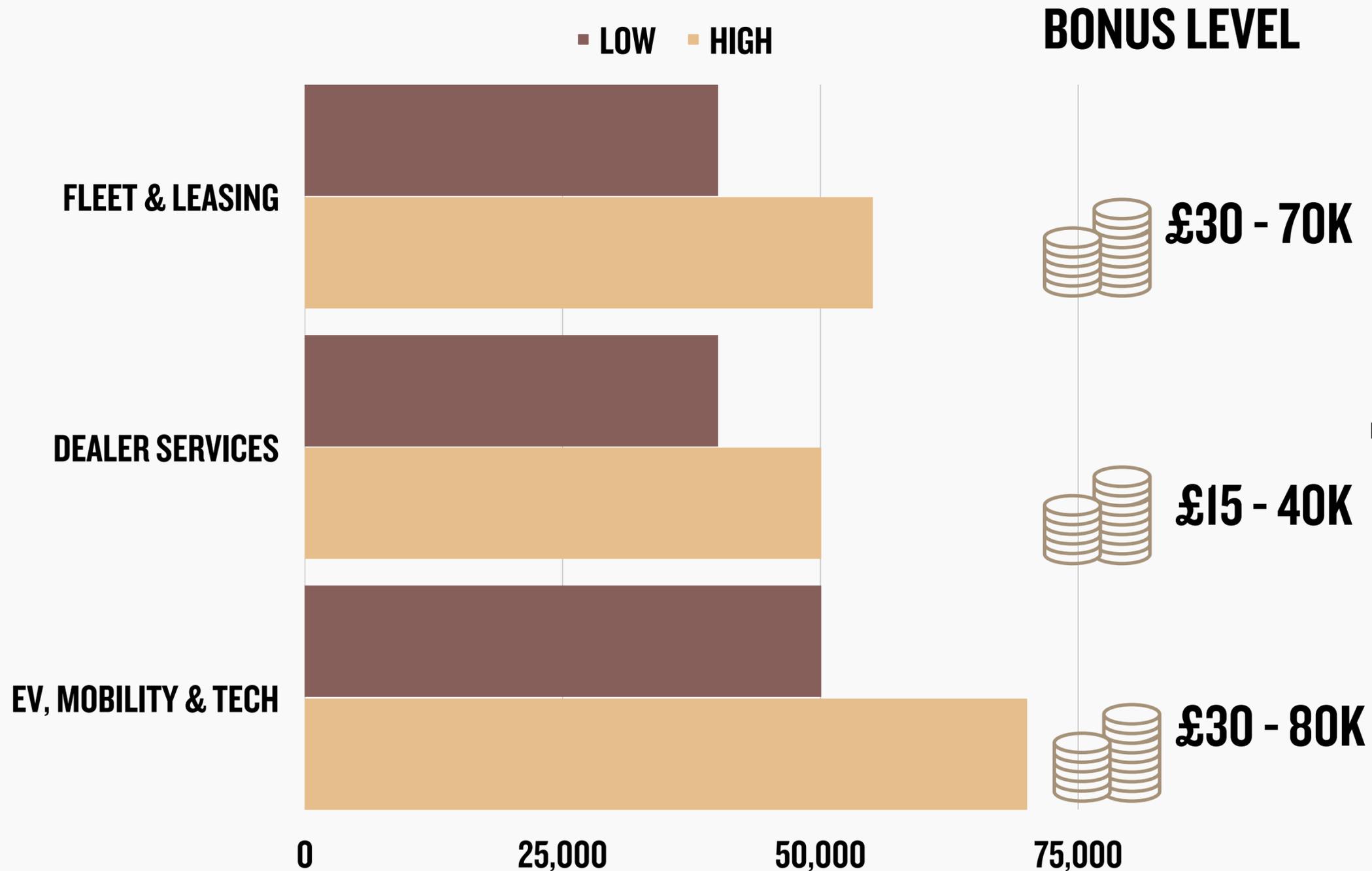
Role structure starting to include more sales focused elements - onus on increasing growth within existing account base



Generally a more stable market with the inclusion of salary packages for new hires



CORPORATE SALES MANAGER



Corporate Sales roles are attracting very similar levels of salary to Senior Business Development Managers



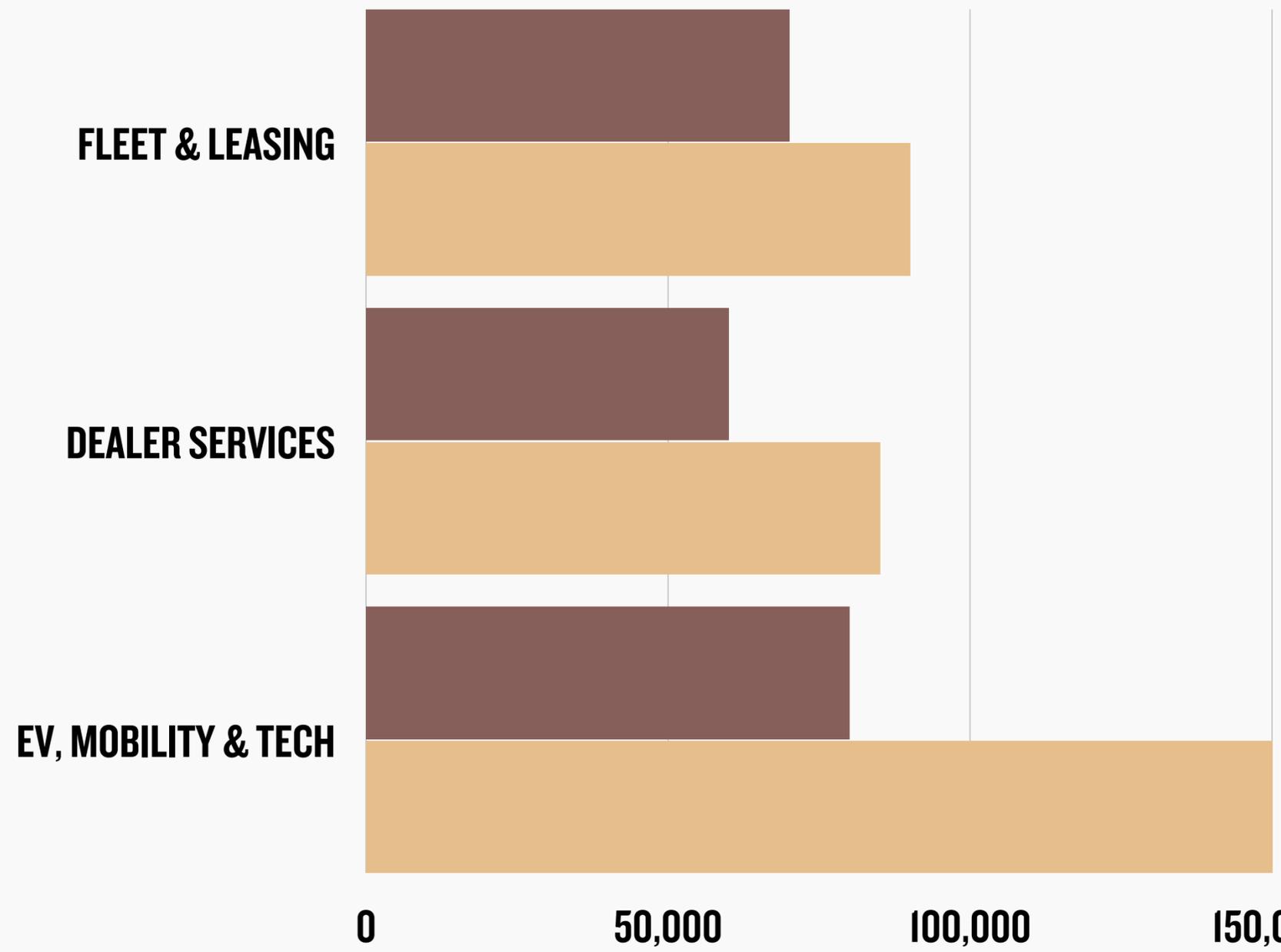
The EV/Mobility space is having to pay significantly higher wages to attract high calibre candidates - often from outside traditional automotive businesses



High performers are often well rewarded & require significant uplift to consider moving



SALES DIRECTOR/HEAD OF SALES /HEAD OF BD



BONUS LEVEL



£30- 90K



£20- 40K

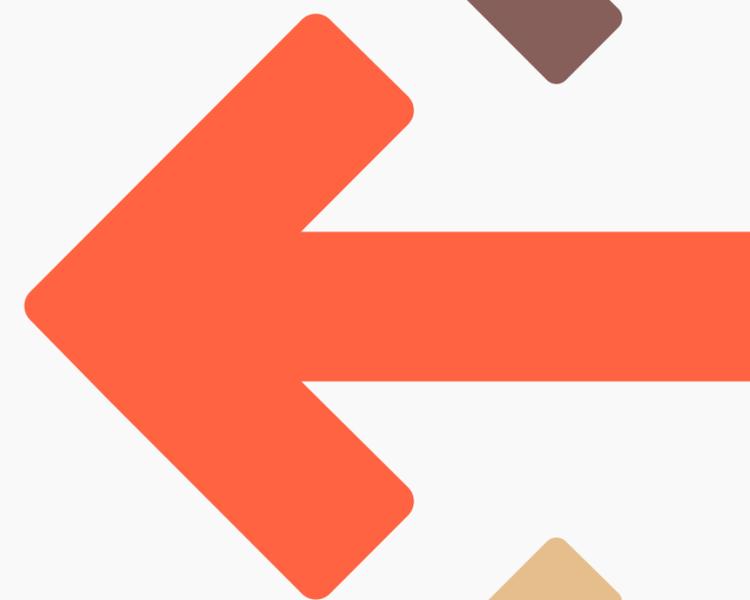


£40- 90K

Senior level fleet & leasing roles come to market less often due to internal promotions



However these roles seem more stable in salary expectations compared to the software & tech space



The auto space is competing with other SaaS industries giving a circa 15%+ rise in salaries in the more tech focused businesses



GET IN TOUCH



Will Gardner
Managing Director



Ollie Church
Managing Consultant - Automotive



Olly Woodall
Senior Consultant - Automotive



Maxine Aldington
Senior Consultant - Automotive



Chloe Smyth
Consultant - Automotive



Shane Coker
Consultant - Automotive

