

P R E F A C E

Sales compensation is used to align a company's sales and marketing personnel with its sales strategy and goals. It holds the key to motivating the desired behaviors, which ensure that the company will realize its goals and has a positive impact on the profitability and performance of the company. Given the importance of right mix of compensation to company success, employers have to constantly review sales compensation plans. **MEF COMPENSATION & BENEFITS SURVEY FOR SALES & MARKETING 2017** was conducted in response to the demand for comprehensive compensation guide for sales/marketing employees. A total of 96 companies participated in the Survey. The 2017 edition updates the data of a similar survey that was conducted in 2010.

The Survey analysis serves as a reference guide in comparing selected benchmark positions. This report covers 37 benchmark positions for Sales, Marketing, Business Development, Call Center, Customer Service and Retail Store. The data has been analysed by industry, location, employment size, capital ownership, sales turnover, unionised/non unionised and local/multinational companies. The latest trend and best practices in recruitment policies, salary, commission and incentive pay structure as well as benefits granted to the sales/marketing personnel are covered in the survey. The data on sales compensation addresses the critical areas to be incorporated in any company's total rewards strategy.

MEF would like to record our special thanks and appreciation to the participating companies for their valuable time and effort in providing the required data by filing up the questionnaire.