



The Education & Technology Sales  
Compensation and Industry Status  
Report 2020

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# About TRN



Since 1996, [The Renaissance Network \(TRN\)](#) has helped companies find top executives and assemble goal driven teams. As the education talent expert, our mission is to impact Education by providing targeted, specialized search and consulting solutions to uncover the best talent within the United States and across the world.

Forbes recognizes The Renaissance Network as the #1 recruiter focused exclusively on Education and Technology [America's Best Recruiting Firms 2020](#)

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# The Survey



In Q2 2020, TRN set out to find the answers to the questions encountered by hiring managers surrounding sales compensation and performance. TRN surveyed sales professionals from their database of 200,000+ candidates with the goal of providing a comprehensive overview of the Education and Technology talent market.

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Which compensation packages are attracting the best sales talent? How are Education solution providers tracking sales performance? How has COVID-19 affected the industry?

Picture this: with a rapidly changing industry marketplace your growth is dependent on thoughtfully evolving and adding new talent...what do you do?

One option is to replicate the hiring process and compensation model that delivered previous success. However, past “tried and tested” methods might not again result in a successful hire in the current environment.

Alternatively, you can research the market and acquire more information, increasing the success rate of making the correct choice for your organization.

If you chose the second option, you could engage with a search firm dedicated to providing upfront research and insight into Education and Technology talent workforce planning to ensure that your organizational approach is optimized for equity, hiring and productivity.



# Sales Compensation

## Total Years of Professional Experience

The Education sales workforce is weighted towards those with more years of professional experience; 70% of respondents reported 10+ years in relevant experience for their role.

Whether due to educators transitioning to a second career in Education sales or because of hiring firms seeking more experienced talent to represent their solutions is unclear. But in either case, the industry would benefit from a greater focus on sourcing and growing new talent.

Years of Experience	% of Respondents
New to the Industry	0.98%
1 – 2 Years	3.42%
2 – 5 Years	7.33%
5 – 10 Years	18.09%
10 – 15 Years	16.63%
15+ Years	53.55%

## Age & Salaries

As in several sales professions, the peak base earning years occur in the 45 to 54 years age bracket (\$127K average) while the largest % increases (+44%) occurs when moving to the 35 to 44 year old bracket.

Age Range	Average Annual Base Salary
<25 – 34 years old	\$76,050
35 – 44 years old	\$109,461
45 – 54 years old	\$127,016
55 – 64 years old	\$121,562
65+ years old	\$109,666

Anecdotally, TRN candidates and clients have stated that Education sales compensation favors larger base salaries percentages and lower variable compensation than in other industries, an anecdote supported by this survey respondents' feedback.

# Sales Compensation

## Gender & Salaries

While this study cannot be construed as an exhaustive assessment of sales compensation within Education, its results are indicative and aligned with broader workplace gender pay disparities. Findings representing compensation in 2019/2020 reflected that women in Education sales earn salaries that are 19.8% less than their male counterparts.

# 19.8%

Females signaled lower salaries than males

The US Census Bureau's 2018 American Community Survey reported a 18.4% disparity roughly inline with the TRN survey's results. There is still significant work to be done to attain gender pay equality in the Education vendor space.

## Education & Salaries

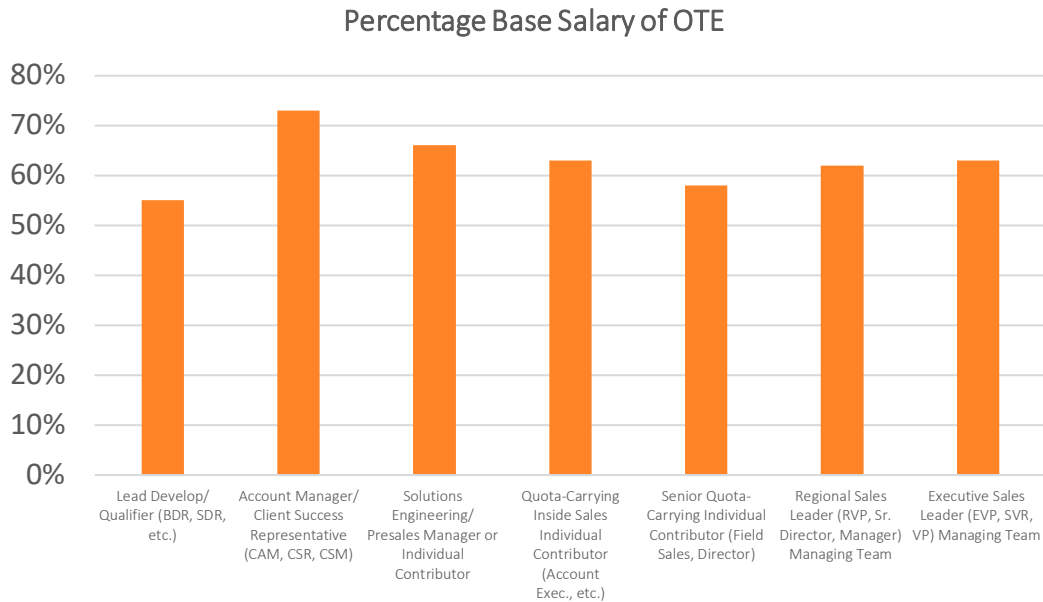
Highest Education Level Achieved	Average Annual Base Salary
Graduated from College/University	\$109,456
Some Graduate School	\$118,756
Masters Degree	\$125,520
Double (More than 1) Masters Degree	\$118,282
PhD	\$135,333

In Education sales, it pays to have gone to college, with the pay advantages increasing in dollar terms by degree attained. Graduate school seems to provide a clear pay bump while obtaining one Masters degree provides a 13.6% increase over only completing an undergraduate education.

# Sales Compensation

## Base Versus Variable and OTE (on-target earnings)

As previously indicated, base salaries in Education sales tend to reflect a larger percentage of OTE than that of their B2B tech sales counterparts, particularly in more junior roles. The average base salary percentage of OTE for all EdTech sales positions is 63%, so upside earnings are frequently more limited than other industries' sales positions. .



OTE for Education sales professionals is generally aligned with more generic software or technology sales in junior roles but the pay disparity increases with seniority (i.e. Education sales leaders earn less overall than their counterparts in B2B tech sales). For Education companies that are hiring, this pay disparity can limit the available candidate pool, making hires of more experienced candidates frequently more competitive.

Role	Average Annual OTE
Account Manager/ Client Success Representative (CAM, CSR, CSM)	\$97,602
Solutions Engineering/ Presales Manager or Individual Contributor	\$149,833
Quota-Carrying Inside Sales Individual Contributor (Account Exec., etc.)	\$123,538
Senior Quota-Carrying Individual Contributor (Field Sales, Director)	\$182,918
Regional Sales Leader (RVP, Sr. Director, Manager) Managing Team	\$190, 774
Executive Sales Leader (EVP, SVR, VP) Managing Team	\$252,991

# Quota, Focus & Deal Sizes

## Hunting Versus Farming

Sales positions in Education continue to adopt a blended role; individual contributors combine existing account management with new logo hunting. The sales representatives in this survey spend the majority of their time (59%) farming existing accounts.

For newer Education startups in growth mode, understanding and exploring candidates ability (and willingness) to hunt more vigorously should form an important part of your hiring qualification process.

# 41.0%

Portion of time spent hunting versus farming

## Quotas & Attainment

The average annual quota's have increased significantly from the previous TRN survey.

Role	Average Annual Quota 2018	Average Annual Quota 2019
Quota-Carrying Individual Contributor (Inside Sales, Account Exec, etc.)	\$704,207	\$1,136,179
Senior Quota-Carrying Individual Contributor (Field Sales, Director, etc.)	\$2,979,630	\$3,488,425

*Note: 2019 actual quotas were requested in survey rather than 2020 quota estimates based on 2020 market uncertainty*

Both required quotas and deal sizes (next page) have increased since the last survey in 2018, potentially reflecting enterprise sales and maturing products and services sold at the district level.

# 50.8%

Of respondents achieved or exceeded goal in 2019

With higher average annual quotas in 2019, the survey reflected that over half of sales representatives were on target; this was apparent at both the individual and team level.

# Quota, Focus & Deal Sizes

## Deal Size

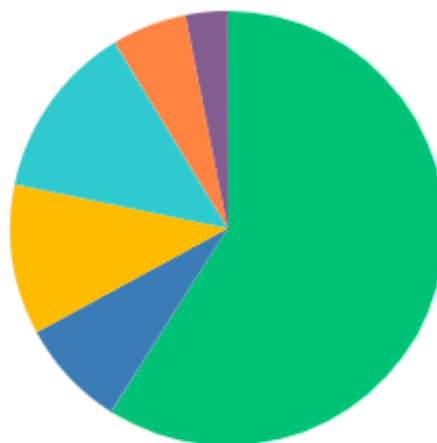
Deal sizes in Education vary widely and in future research TRN will attempt to become more granular in this area in order to distinguish between the types of technology sold and whether the deal sizes include or exclude professional services.

Role	Average Deal Size New Logo Win 2018	Average Deal Size New Logo Win 2019	Average Deal Size Existing Customer Upsell/Expansion 2019
Quota-Carrying Individual Contributor (Inside Sales, Account Exec, etc.)	\$61,406	\$110,984	\$26,938
Senior Quota-Carrying Individual Contributor (Field Sales, Director, etc.)	\$241,303	\$284,881	\$171,514

# Sales Organizations

## Team Structure and Management

Executive and regional leaders most often split up sales leads and accounts among geographical lines. Key account hierarchy also drives go-to-market structure with product and service type close behind.





# Sales Organizations

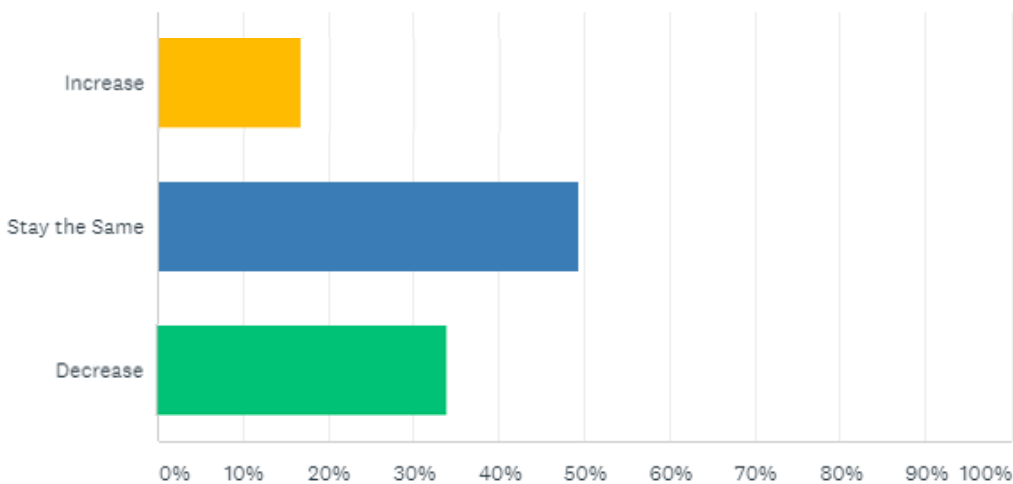
## Changes in Average Team Size by Leadership Level

Sales headcounts increased only marginally in Education and Technology companies from '18 to the end of '19. This will be an important data point in upcoming TRN surveys to track affects of the pandemic on the full year 2020 economy and subsequent headcounts.

Headcount by Year	Regional Sales Leaders	Executive Sales Leaders
2018	9	36
2019	10	38

## Future Outlook on Sales Headcount

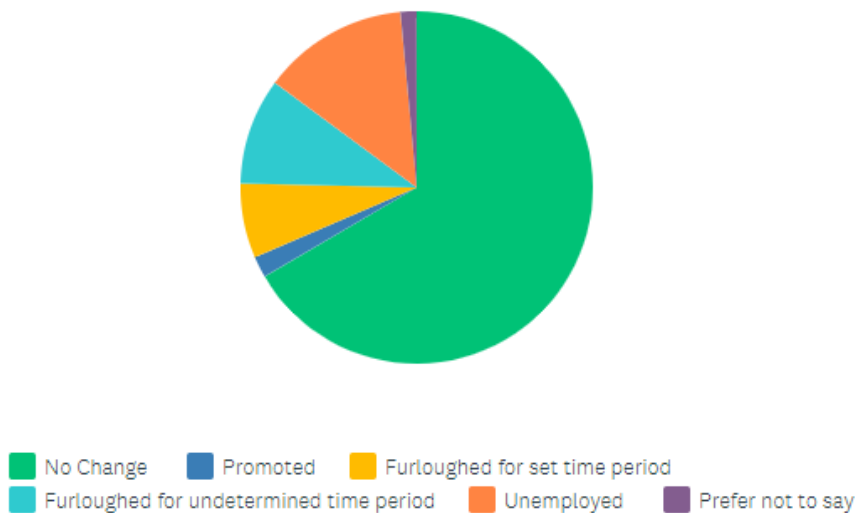
66% of surveyed sales leaders plan to increase the team size or retain the same number of employees. 34% of Sales leaders signaled a decrease in headcount for the remainder of 2020.



# Sales Organizations

## Snapshot in time: COVID-19 effect on employment status

During Q2 2020 unemployment increased across the US and entire world. 67.0% of Education and Technology sales respondents stated no change in employment status in April 2020. Furloughs were signaled by 16.6% of respondents while 13.4% of those who took the survey stated they were currently unemployed. TRN will monitor the marketplace as the furloughed employees return and teams are rebuilt to address the new demands of the Education sector.



### TRN author note:

Digital learning is no longer simply a hot trend, disruptor, or future growth area. Distance and digital education is happening now as a permanent thread in the Education fabric.

Education and Technology (EdTech) growth rates were robust before a global pandemic and the disruption of over a billion students have accelerated already robust adoption rates in schools and universities across the world. This need is magnified dramatically when workforce training is added to the mix.

Those Education and Technology companies who enable the future of learning not only through digital means but also to support health distancing guidelines will need the right talent for increased capacity, improved capabilities, and sustainable growth. This assumption is supported by both client feedback and industry experts.



# The EdTech Sales Compensation and Industry Status Report 2020

Market insight you can trust to keep your organization competitive when hiring. Get started today, and [request a free talent consultation](#).

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Contact us, to learn more about our services and how we can assist you in your hiring needs.

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