



2022

COMPENSATION GUIDE



**A MESSAGE FROM BETTS
FOUNDER AND CEO, CAROLYN
BETTS FLEMING**

I'm proud to share our updated compensation guide for the year 2022! As we continue to change the future of recruiting, we are also continuing our pursuit to create engaging, interactive content. In our updated guide, you will read our update to sales, marketing, and customer success compensation with all data sourced from our thousands of placements last year. I hope you find value in our update, and as always, we hope you enjoy the interactive experience.



2022

OVERVIEW

Over the last year, people have refused to settle for jobs that make them unhappy, and millions of Americans quit their jobs. This era has been coined the “Great Resignation,” but at the same time, the “Great Rehiring” is happening as companies seek to meet their aggressive growth goals and hire people on the market. However, the pandemic has changed what employees care about, and they’re now seeking higher compensation and flexible working arrangements. Companies have adapted to these changing workforce trends to attract and retain top talent. Thus, we’re seeing unprecedented increases in sales, customer success, and marketing compensation, and more companies are going all-in on remote work.

For the first time, entry into tech sales starts at \$50k, a significant increase from the average of \$40k in the past. Furthermore, tech is becoming more decentralized, and companies have embraced remote work. This has resulted in a flattening of compensation across the country, so there’s a more negligible difference between compensation in San Francisco and New York compared to other cities. In addition, remote hiring is still a way for companies to keep costs down, but remote compensation grows closer to San Francisco and New York compensation.

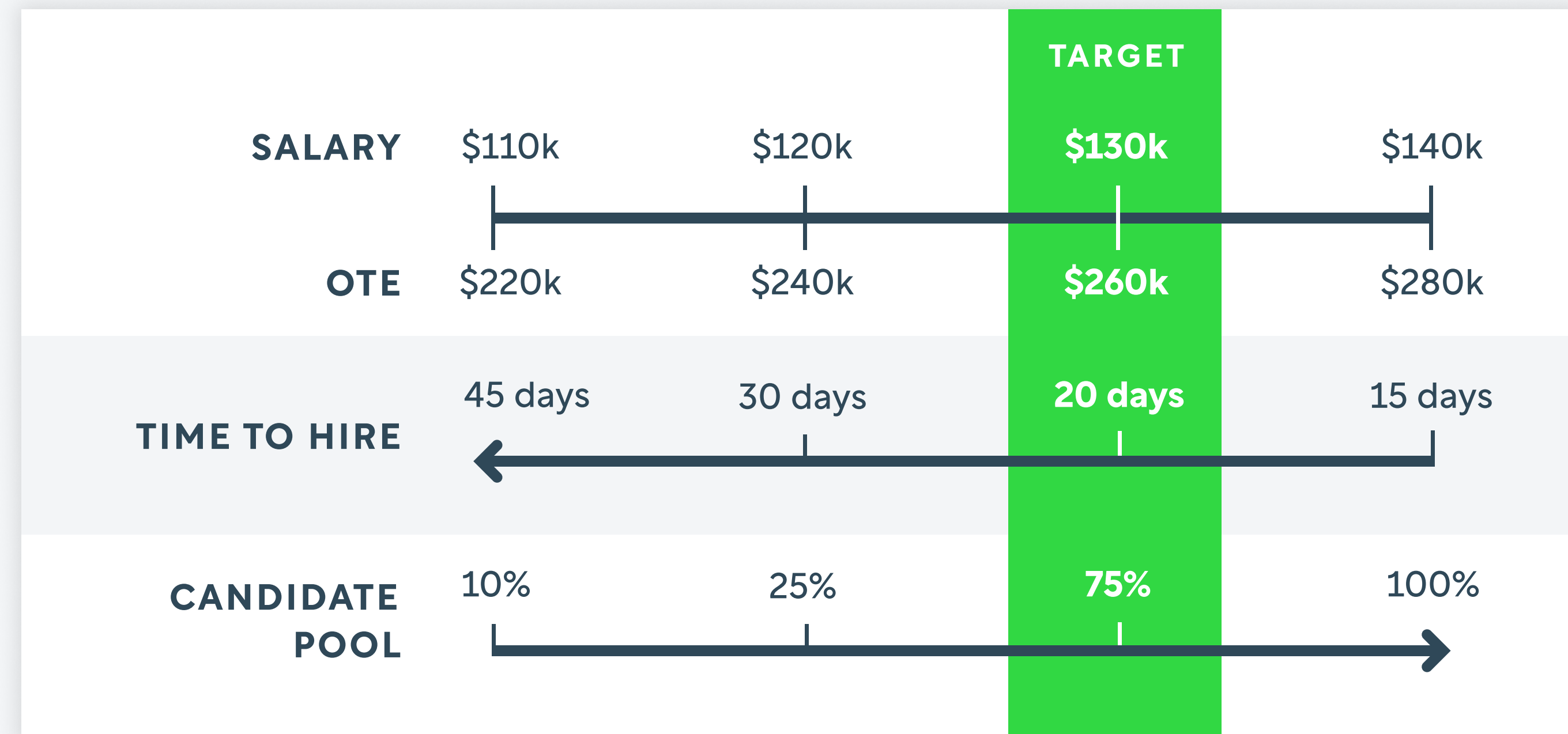
As companies are adapting to new trends, we’ve updated the structure of our compensation guide to reflect these recent changes. For example, we’ve added new data for the compensation of remote sales, customer success, and marketing roles in addition to supplying the average compensation for San Francisco, Los Angeles, Chicago, New York, and Austin. Finally, we’ve broken up some roles, such as SDRs and CSMs, by experience level since people will secure different amounts of compensation based on their years of experience.

NEW

TARGET COMP

The talent competition is fierce, and if companies want to scale rapidly, they need to meet candidates' salary expectations. It's no longer enough to be within the average salary range when offering compensation for potential hires. We've added a data point for the target compensation within the sales, marketing, and customer success roles with that in mind.

Target compensation is the Market Rate. It's the benchmark that companies strive to be if they want to have an extensive candidate pool and hire rapidly to meet their growth goals. If companies offer compensation below this benchmark, hiring top talent will take much longer, and the candidate pool they work from is much smaller. But if they are way above it, they will yield a larger candidate pool but at diminishing returns. Below is an example of our new graphic demonstrating target compensation, which you'll see throughout this guide.



5 KEY STATS

5-15%+

increase in compensation,
the biggest jump in the
last 10 years

60%

of the Betts network
switched jobs in the last
1.5 years

65%

of companies don't
plan to switch
compensation based
on remote locations

1 YR

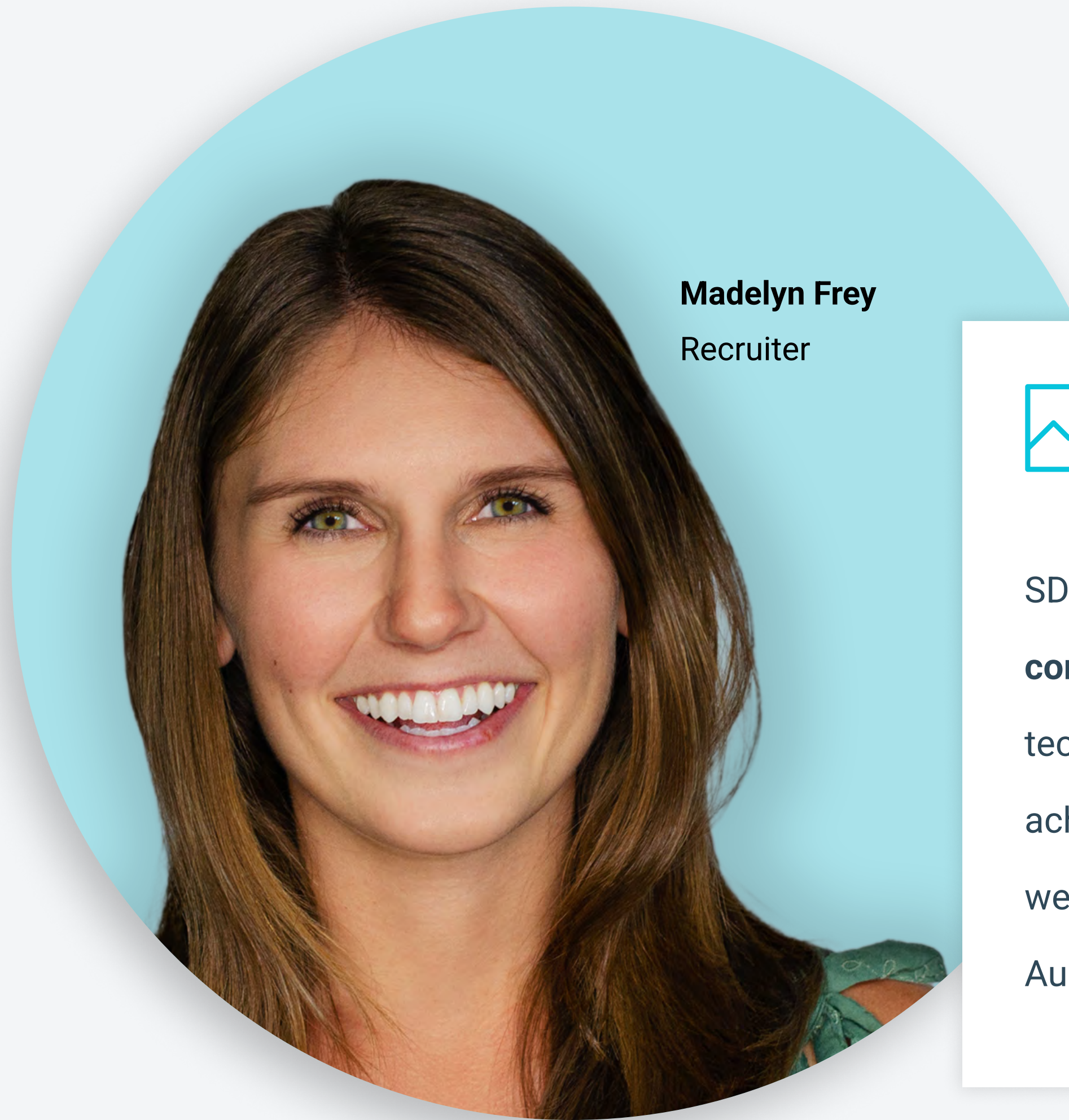
Remote workers stay at
jobs on average
1 year longer

10-20%

of companies expect to
pay more for in office vs
remote

SALES

SDRs, Sales Ops, and Sales Engineering



Madelyn Frey
Recruiter

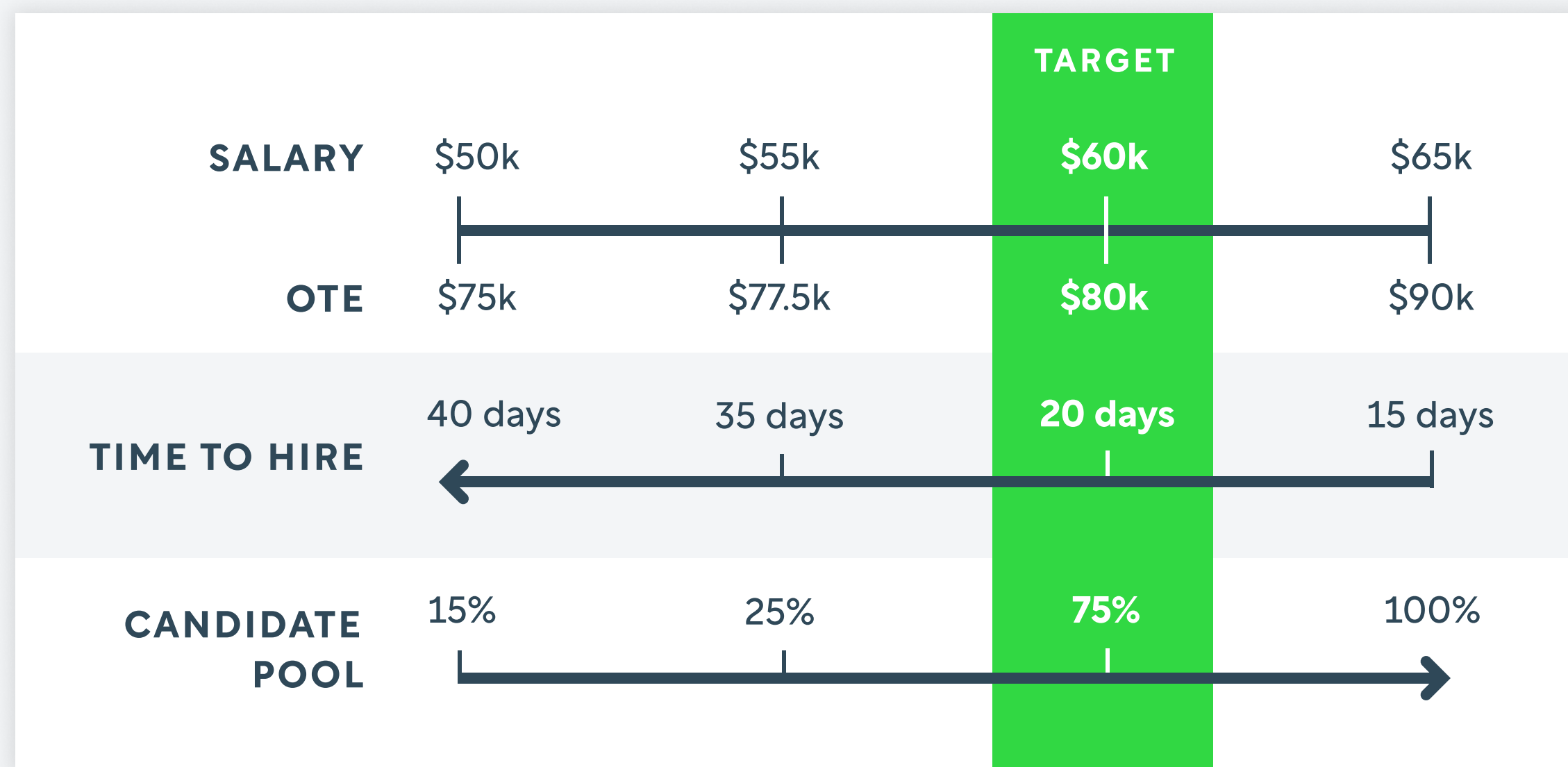


KEY TREND

SDR compensation reached a new level in 2021, and **base compensation for recent grads now starts at \$50k**. Thus, entry into tech sales is up by \$10k from previous years, and this is a historic achievement for tech sales compensation. This aligns with trends we've seen across the country with compensation in areas like Austin and Chicago gaining ground on SF and New York.

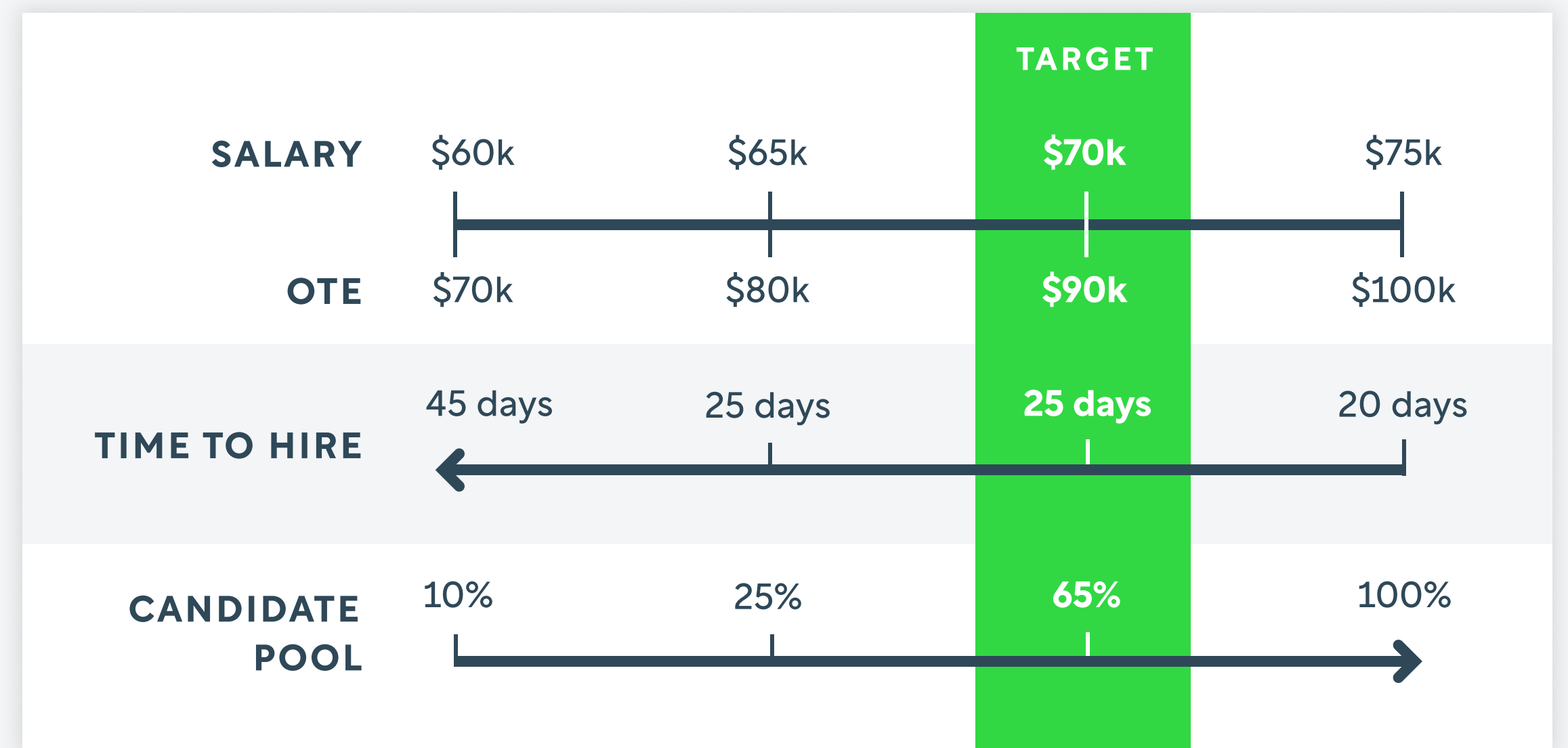
TARGET COMPENSATION

SDR (Recent Grad)



The target compensation for the market is \$60,000 with an \$80,000 OTE, which yields an avg. time of hire of 20 days while accessing 75% of the candidate pool.

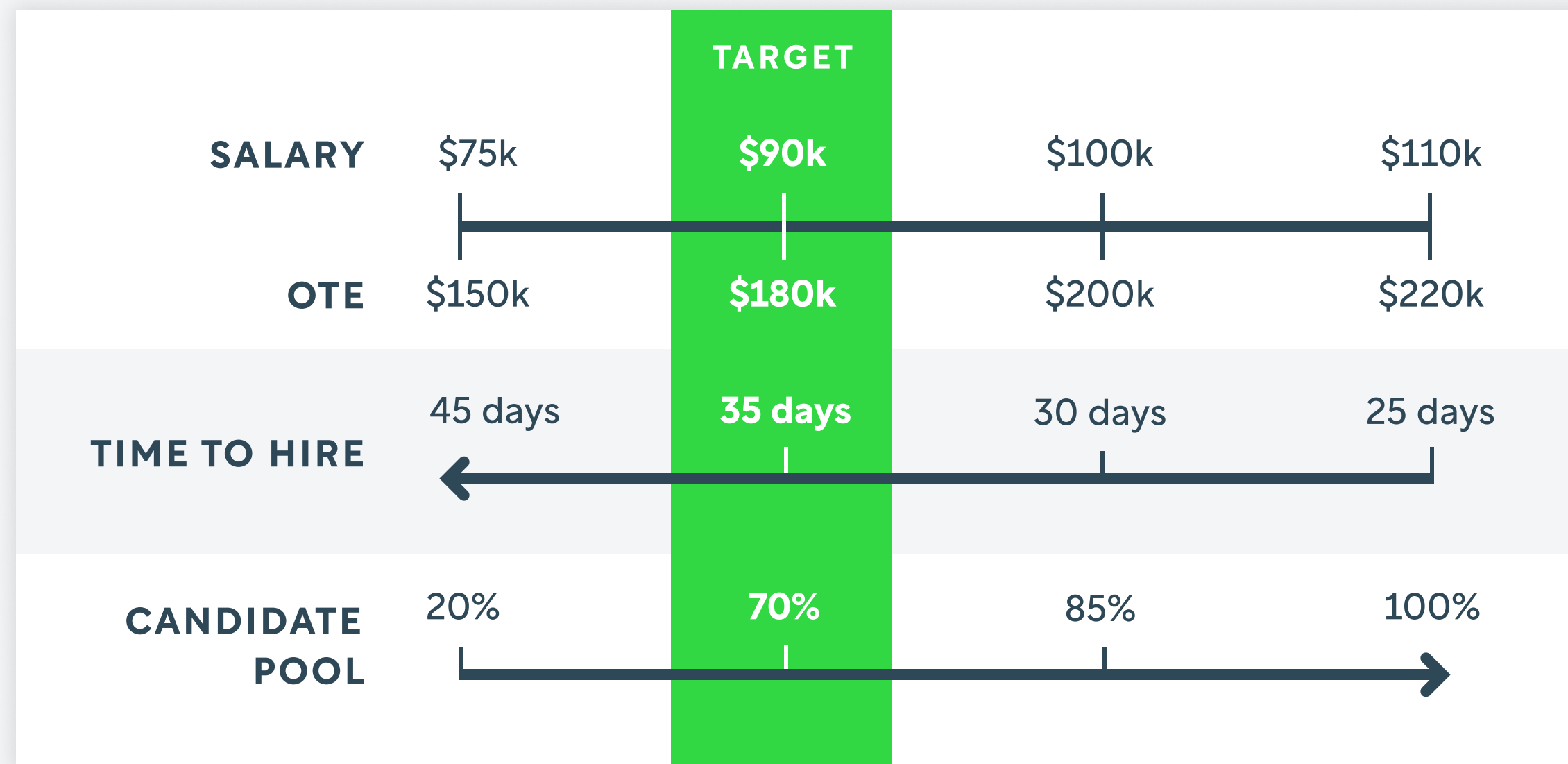
SDR (6 Months+)



The target compensation for the market is \$70,000 with a \$90,000 OTE, which yields an avg. time of hire of 25 days while accessing 65% of the candidate pool.

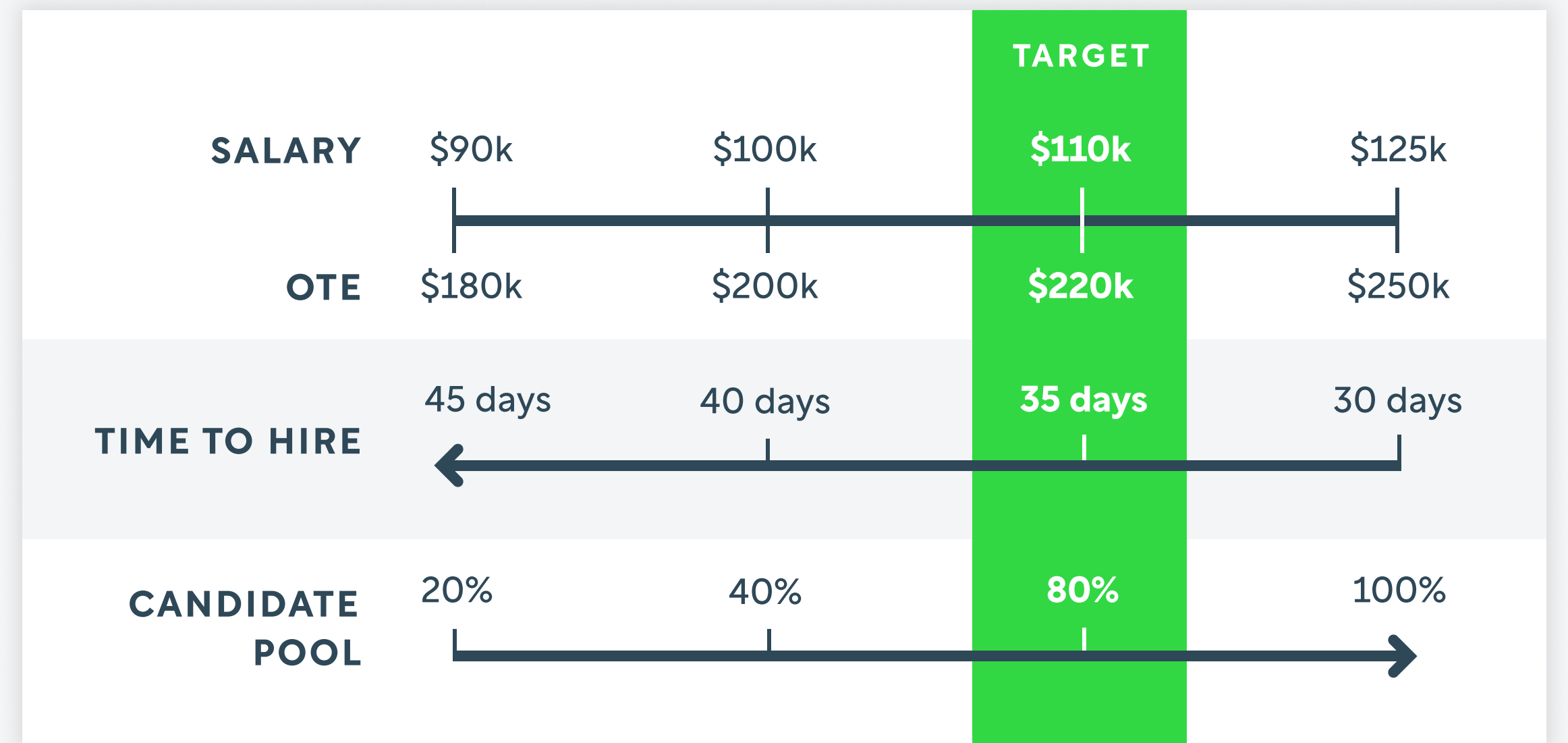
TARGET COMPENSATION

Account Executive (AE) 0-3 yrs



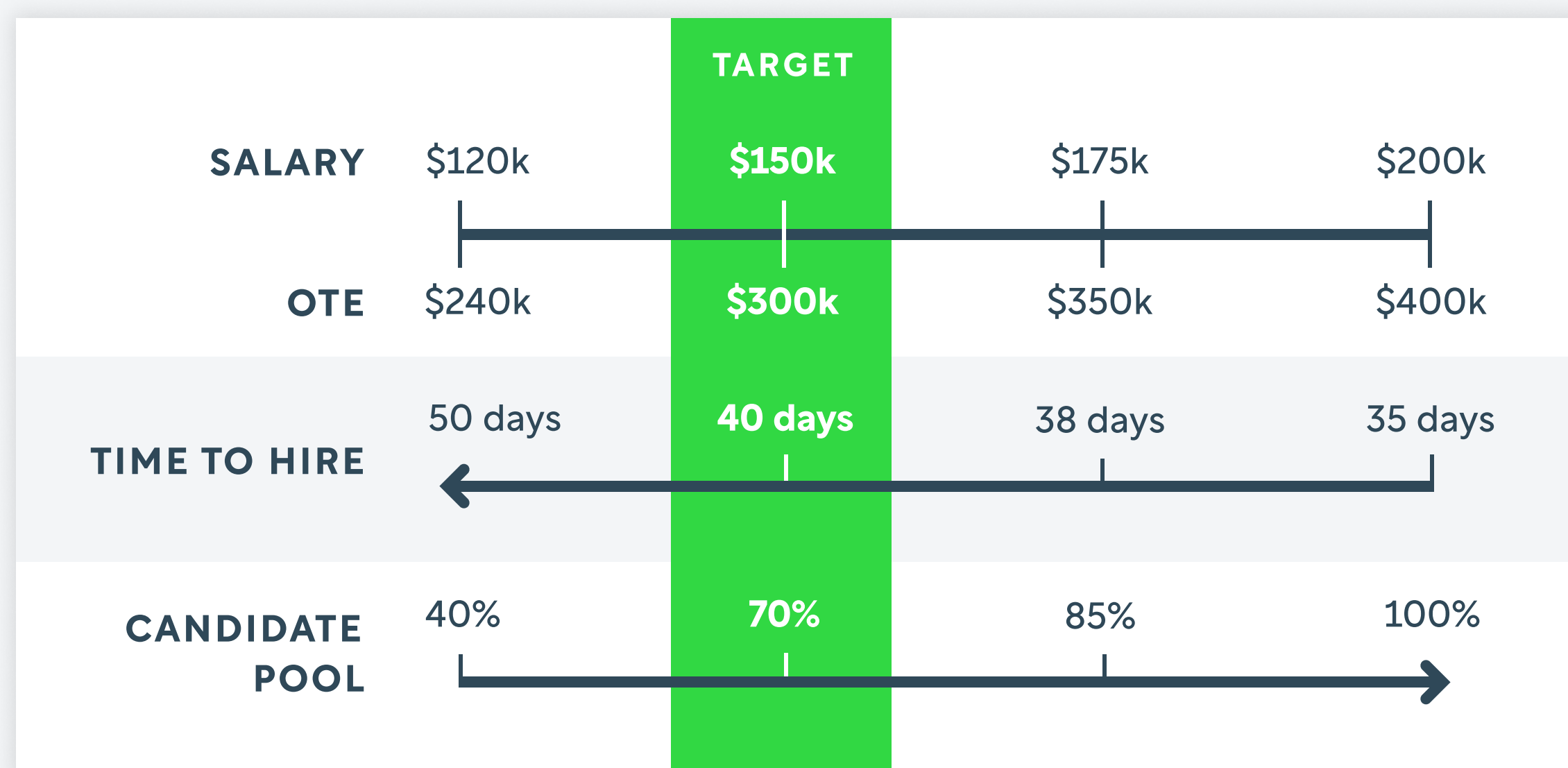
The target compensation for the market is \$90,000 with a \$180,000 OTE, which yields an avg. time of hire of 35 days while accessing 70% of the candidate pool.

Account Executive (AE) 3-5 yrs



The target compensation for the market is \$110,000 with a \$220,000 OTE, which yields an avg. time of hire of 35 days while accessing 80% of the candidate pool.

Enterprise Account Executive (EAE) 5-10 yrs



The target compensation for the market is \$150,000 with a \$300,000 OTE, which yields an avg. time of hire of 40 days while accessing 70% of the candidate pool.

SALES

AEs and Sales Leadership



KEY TREND

2021 brought significant increases to Account Executive and Enterprise Account Executive compensation. For example, **AE and EAE compensation increased by 10-15%** across the board. As we previously stated, candidates have more leverage than ever before, and experienced AEs and EAEs have secured higher compensation as a result.



Caroline Patterson
Enterprise Account
Executive

CUSTOMER SUCCESS

CS and Account Management



Lamar Nava
Director of
Customer Success

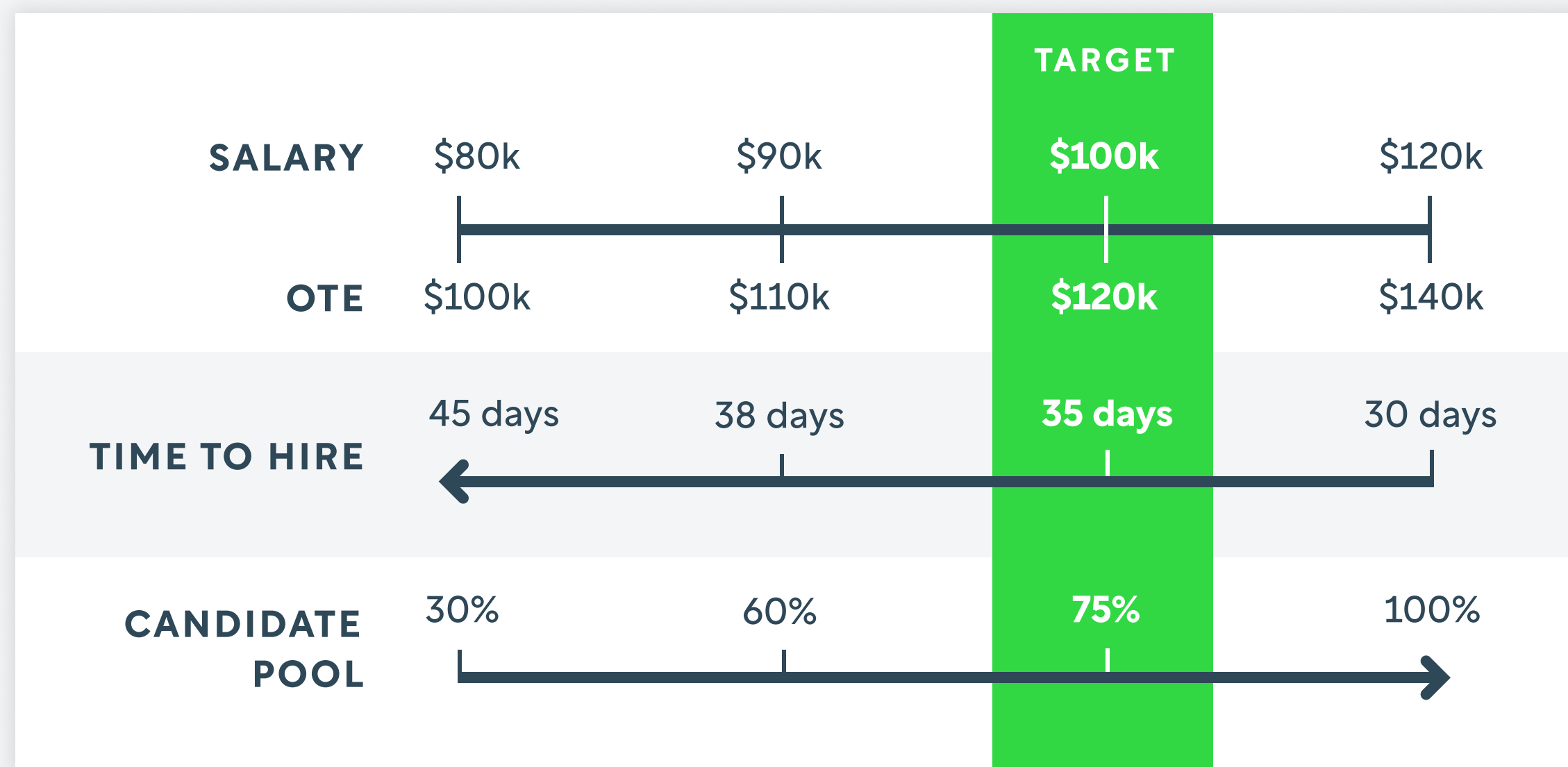


KEY TREND

As with other positions, we observed remote account management and customer success roles edge closer to compensation in New York and San Francisco. We predict this to continue being a trend in the future as tech becomes less centralized and more distributed with remote workers across the country.

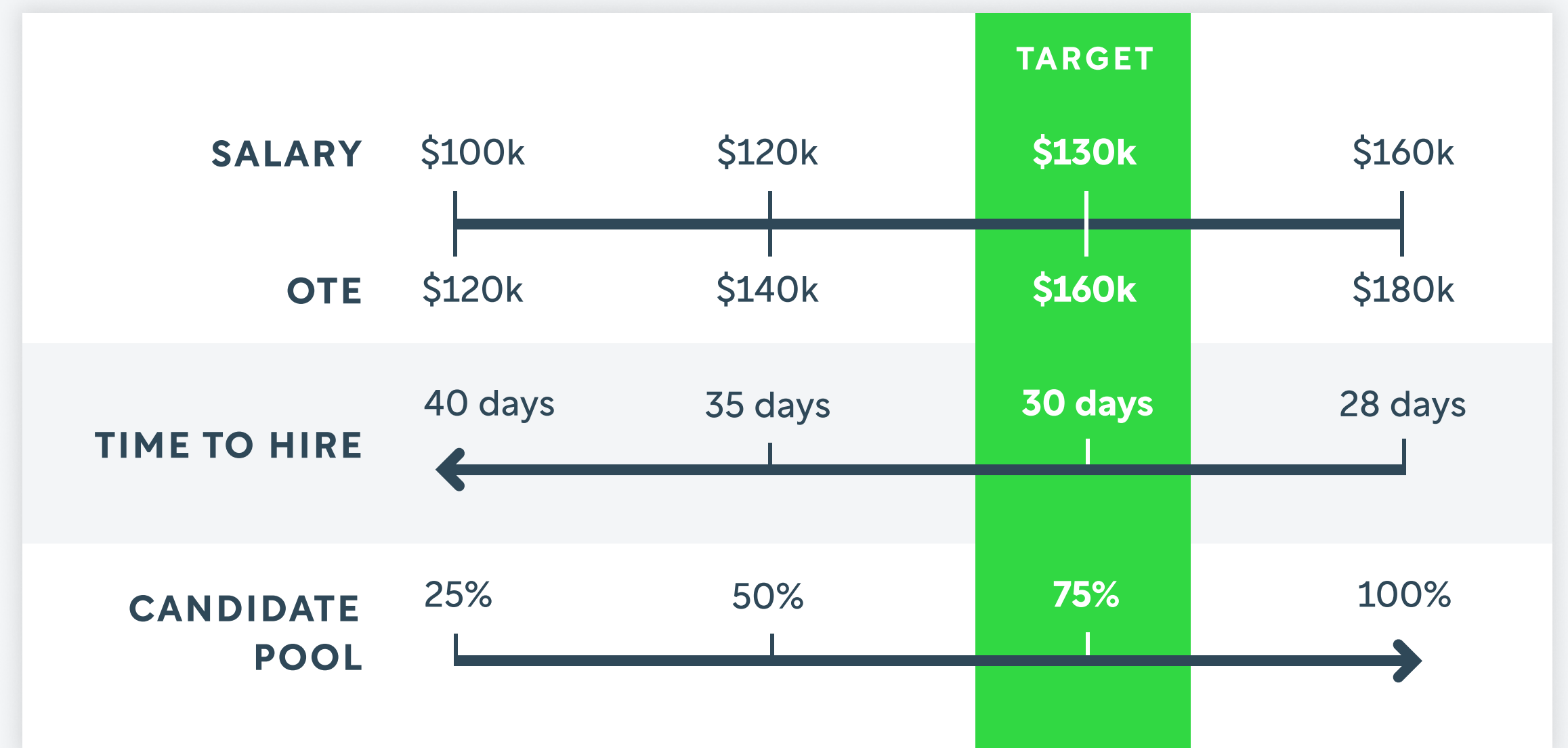
TARGET COMPENSATION

Customer Success Manager (0-3 yrs)



The target compensation for the market is \$100,000 with a \$120,000 OTE, which yields an avg. time of hire of 35 days while accessing 75% of the candidate pool

Customer Success Manager (3-5 yrs)



The target compensation for the market is \$130,000 with a \$160,000 OTE, which yields an avg. time of hire of 30 days while accessing 75% of the candidate pool

MARKETING

Content Marketing, Demand Generation, Product, Leadership



KEY TREND

Product marketing compensation increased by 10-15% in 2021, which makes it the marketing role with the most significant jump in compensation. That said, marketing was down significantly in 2020 due to Covid, so we are only seeing a slight jump over those periods. There was already a demand for product marketing talent in 2021, which will continue into 2022. There was a greater demand for top talent for all tech roles, which resulted in product marketing seeing a significant increase.



BETTS CONNECT CAN HELP



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If you're building go-to-market teams, or seeking your next opportunity, Betts Connect can help. After more than a decade of building relationships with the world's most innovative companies and professionals, you can now access this network with Connect. As the only go-to-market recruiting platform built by recruiters and powered by recruiters, Connect enables you to search through a network of vetted go-to-market professionals actively looking for their next opportunity, and reduce time to hire, save money, and spend more time on your growth strategy. Plus, our clients see ROI in less than 3 months.

In addition, our experienced teams always know the most up to date information on compensation and the working arrangements that top professionals are seeking from a future employer. If you have any questions, please reach out. We look forward to speaking with you!



COMPENSATION TABLES

Compensation for **Sales** (SDRs, Sales Ops, and Sales Engineering)

Position	San Francisco (Base OTE)	Target	Los Angeles (Base OTE)	Target	Chicago (Base OTE)	Target
SDR Recent Grad	50-65 75-90	60-80	50-65 75-90	60-80	50-65 65-80	55-75
SDR 6 Months+	60-75 80-100	70-100	60-75 80-100	70-90	55-70 70-90	60-80
SDR Manager	110-140 170-210	120-200	110-140 170-210	120-200	100-130 170-200	100-180
Sales Operations	100-200 plus 10%	Exp	90-150 plus 10%	Exp	90-150 plus 10%	Exp
Sales Engineer	100-150 150-200	Exp	110-140 plus 20%	Exp	110-150 plus 20%	Exp

Position	New York (Base OTE)	Target	Austin (Base OTE)	Target	Remote (Base OTE)	Target
SDR Recent Grad	50-65 75-90	60-80	50-65 65-80	55-75	50-70 70-90	55-75
SDR 6 Months+	60-75 80-100	70-90	55-70 70-90	60-80	60-80 80-100	60-80
SDR Manager	110-140 170-210	120-200	100-130 170-200	110-180	100-130 170-200	100-180
Sales Operations	100-200 plus 10%	Exp	70-135 plus 10%	Exp	90-150 plus 10%	Exp
Sales Engineer	135-165 plus 20%	Exp	100-120 plus 20%	Exp	135-165 plus 20%	Exp

Compensation for **Sales** (AEs and Sales Leadership)

Position	San Francisco (Base OTE)	Target	Los Angeles (Base OTE)	Target	Chicago (Base OTE)	Target
Account Executive (AE) 0-3	75-110 150-220	90-180	75-110 150-220	90-180	60-90 100-180	80-160
Account Executive (AE) 3-5	90-125 180-250	110-220	90-125 180-250	110-220	80-110 160-220	100-200
Enterprise Account Executive (EAE) (5-10)	120-200 240-400	150-300	120-200 240-400	150-300	120-150 240-300	140-280
Sales Manager/ Director of Sales	120-200 240-400	Exp	120-200 240-400	Exp	120-180 220-300	Exp
CRO/ VP of Sales	180-260 340-520	220-400	180-260 340-520	220-400	170-230 320-450	200-400

Position	New York (Base OTE)	Target	Austin (Base OTE)	Target	Remote (Base OTE)	Target
Account Executive (AE) 0-3	75-110 150-220	90-180	75-110 150-220	80-160	70-100 140-200	75-150
Account Executive (AE) 3-5	90-125 180-250	100-200	90-125 180-250	100-200	90-125 180-250	90-180
Enterprise Account Executive (EAE) (5-10)	120-200 240-400	150-300	120-140 240-280	140-280	120-200 240-400	140-280
Sales Manager/ Director of Sales	120-200 240-400	Exp	120-180 220-300	Exp	120-180 220-300	Exp
CRO/ VP of Sales	180-250 360-500	220-400	170-230 320-450	200-400	170-230 320-450	200-400

Compensation for Account Management & Customer Success

Position	San Francisco (Base OTE)	Target	Los Angeles (Base OTE)	Target	Chicago (Base OTE)	Target
Account Manager	80-120 120-180	Exp	80-120 120-180	Exp	70-100 110-160	Exp
Customer Success Manager (0-3)	80-120 100-140	100-120	80-120 100-140	100-120	70-110 90-120	90-110
Customer Success Manager (3-5)	100-160 120-180	130-160	100-160 120-180	130-160	90-140 110-160	120-140
Director of Customer Success	160-180 180-200	180-200	110-150 180-220	180-200	110-150 180-220	180-200
VP of Customer Success	180-220 210-250	200-240	150-180 205-225	200-240	170-190 190-210	180-200

Position	New York (Base OTE)	Target	Austin (Base OTE)	Target	Remote (Base OTE)	Target
Account Manager	80-120 120-180	Exp	70-100 110-160	Exp	70-100 110-160	Exp
Customer Success Manager (0-3)	80-120 100-140	100-120	70-110 90-120	90-110	70-110 90-120	90-110
Customer Success Manager (3-5)	100-160 120-180	130-160	90-140 110-160	120-140	90-140 110-160	120-140
Director of Customer Success	110-150 180-220	180-200	110-150 180-220	180-200	110-150 180-220	180-200
VP of Customer Success	150-190 200-240	200-240	170-190 190-240	180-220	170-190 190-240	180-220

Compensation for Marketing

Position	San Francisco (Base OTE)	Target	Los Angeles (Base OTE)	Target	Chicago (Base OTE)	Target
Content Marketing Manager	90-140	130	110-125	130	90-125	110
Demand Generation	130-170 plus bonus	145	130-170 plus bonus	145	120-150 plus bonus	130
Product Marketing	150-200 160 - 220	160-180	150-200 160 - 220	160-180	140-180	140-160
Director of Marketing	160-200 180 - 220	180-200	160-200 180 - 220	180-200	140-180	160-180
CMO/ VP of Marketing	180-240 plus 30%	200	190-230 plus 30%	200	190-210 plus 30%	200

Position	New York (Base OTE)	Target	Austin (Base OTE)	Target	Remote (Base OTE)	Target
Content Marketing Manager	105-130	130	100-130	100	110-125	110
Demand Generation	130-170 plus bonus	145	110-140 plus bonus	130	110-140 plus bonus	130
Product Marketing	150-200 160 - 220	160-180	140-180	140-160	140-180	140-160
Director of Marketing	160-200 180 - 220	180-200	140-180	160-180	140-180	160-180
CMO/ VP of Marketing	190-250 Plus 30%	200	180-220 Plus 30%	200	190-250 Plus 30%	200