

Radford Global Sales Survey

Sales professionals in the technology and life sciences sectors share a unique challenge: selling innovation. Meeting this mandate requires top talent, flexible incentives and intelligent sales targets. Our survey platform is designed to address these issues across multiple sales channels.

The Radford Global Sales Survey provides human resources and compensation professionals with access to rewards insights covering more technology and life sciences companies, incumbents and countries on a single survey platform than any other data provider. Today, our survey spans:

- 1,599 Participating Organizations
- 853 Thousand Incumbents (in sales & sales leadership roles)
- 400+ Unique Jobs
- 82 Countries with Reported Results

Complete Compensation Intelligence

All Radford surveys are designed to help decision-makers set pay with confidence across numerous rewards elements. Key compensation details available in all countries include:

- Base Salary
- Allowances (Cars, Housing, etc.)
- Fixed Compensation
- Actual Bonus Payouts
- Target Bonus Percentage/Value
- Total Cash Compensation
- Annual/Ongoing Equity Value
- Annual/Ongoing Equity Eligibility
- New-Hire Equity Value
- New-Hire Equity Eligibility
- Equity Vehicle Mix
- Total Direct Compensation

Thousands of Available Jobs

The Radford Global Sales Survey provides granular benchmarking information for more than 400 sales and sales leadership jobs in numerous sales channels and functions, including:

- Alliances & Partnerships
- Contract Management & Renewal
- Consulting Services
- Field Sales (Direct, Retail, OEM/VAR, Multi)
- Global & Regional Sales Leadership
- Inside Sales
- Leasing & Finance Sales
- Maintenance & Services
- Medical Device Sales
- Pharmaceutical Sales
- Relationship Management
- Sales Administration & Support
- Sales Engineering (Pre- & Post-Sale)
- Sales Operations
- Sales Training
- Strategic Account Management

We're here to empower results

Contact our team today to learn more about Radford's rewards surveys.

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For more information, visit radford.aon.com or write to sales@radford.com.

In-Depth Industry Expertise

Our team is exclusively focused on supporting innovation-based companies operating in highly-competitive markets for talent. Within the technology and life sciences sectors, our surveys span the following industries:

Technology Industries:

- Aerospace & Defense
- Alternative Energy Technologies
- Animation & Gaming
- Capital Equipment
- Communications & Networking
- Computers & Peripherals
- Ecommerce, Internet & Mobile
- Financial Technology
- Healthcare Technology
- IT Professional Services
- Semiconductors
- Software Products & Services

Life Sciences Industries:

- Alternative Energy Fuels
- Biotechnology (Commercial)
- Biotechnology (Pre-Commercial)
- Clinical Research Orgs.
- Contract Manufacturing Orgs.
- Diagnostics
- Institutions & Foundations
- Medical Devices
- Medical Equipment & Supplies
- Pharmaceuticals
- Other Life Sciences

Beyond Pay: Practices & Trends

In addition to compensation benchmarking, participation in the Radford Global Sales Survey includes complimentary access to Radford's Pay Practices and Workforce Trends Reports (contingent upon the timely submission of supplemental data). These global reports include information on:

- Salary Structure Policies
- Equity Plan Eligibility
- Equity Receipt Rates
- Leave of Absences Policies
- Payout Curve Design
- Payout Maximums
- Quota Attainment Rates
- Quota Setting Practices
- Sales Compensation Spend
- Sales Cycle Metrics
- Sales Incentive Structure Design
- SPIFF Policies

Survey Pricing, Access and Support

Fees for the Radford Global Sales Survey vary based on your benchmarking goals. The key factors impacting price are the number of countries where you operate, the number of countries where you plan to utilize data, and your overall employee headcount. Discounted pricing is available for multi-product packages (e.g., purchasing the Radford Global Sales Survey and the Radford Global Technology Survey).

All subscriptions to the Radford Global Sales Survey include 24/7 access to the Radford Network[®], our online survey reporting environment. This puts survey results, input resources, and market insights in reach at all times for an unlimited number of company-employed staff. Additionally, all survey clients are assigned a dedicated Survey Consultant to support them during the survey input and data review process. This consultant remains your contact for training and custom reporting questions.

About Radford

Radford partners with technology and life sciences companies to reimagine their approach to rewards, empowering them to achieve superior levels of people and business performance. Radford is part of Aon plc (NYSE: AON). For more information, please visit radford.aon.com.