



Sales

Salary Survey – National
2025



In this survey focusing on Sales roles across the UK market, we've outlined the average salary benchmarks to ensure your roles are competitive.

At Yolk, we're always tuned in to the latest market trends, understanding how they vary across different regions and skillsets.

Our aim is to offer a comprehensive overview of salary ranges across various roles in the Sales landscape. Factors like company size, team structure, location, client portfolio, duties, industry niche, and specialised skills all play a role in determining salary levels.

Attracting top talent goes beyond competitive pay. Offering options like flexible work arrangements, avenues for career development and progression, and an overall generous benefits package are essential in nurturing an environment wherein your employees will thrive.

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Job title	Min. Salary	Max. Salary	Avg.
Telesales	£25,000	£28,000	£26,500
Business Development Executive	£27,000	£32,000	£29,000
Business Development Manager	£35,000	£45,000	£40,000
Account Manager	£28,000	£32,000	£30,000
Account Executive	£55,000	£70,000	£62,000
Customer Success Manager	£40,000	£50,000	£45,000
Sales Manager	£40,000	£50,000	£45,000
Sales Director	£70,000	£100,000	£85,000

Market Insight

"Salaries in Sales roles tend to vary greatly across industries. Positions with the highest rates of compensation tend to be found in the financial services and technology industries, whereas the lowest compensated industry remains hospitality.

Proven sales experience as well as tangible achievements are paramount for candidates competing in tougher markets. Employers are also looking at the networks and contact lists that candidates have already established and can bring with them into a new role. Candidates without this proven industry experience will struggle to break into the higher paying sectors such as finance and technology.

Flexible working is now a standard expectation, with hybrid and remote roles increasingly in demand. Fully remote roles fill quickly, but are particularly uncommon. Employers who fail to offer flexibility, particularly those situated in locations with lower populations, risk losing talent to competitors embracing modern working models."



For more information about current market trends and recruitment into this area, please contact a member of the Sales team:



Pasher Prazsky

Senior Consultant | Sales
pasher.prazsky@yolkrecruitment.com
02921 673 726



David Jenkins

Director | Sales
david.jenkins@yolkrecruitment.com
02921 673 728



If you'd like to hear more about how Yolk
Recruitment can help reshape your recruitment
needs, get in touch.

Anchor Court, Keen Rd, Cardiff, CF24 5JW

029 2022 0078

yolkrecruitment.com

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