



# RECRUITMENT

The Complete Guide to Sales  
Recruitment – 2020

Including: Salary Guide, Reference Templates  
and Interview Techniques for Employers



## Introduction:

For many, 2019 was a successful year and the Irish economy as a whole performed exceptionally well. Recruitment agencies throughout the island of Ireland experienced an influx in business, observed an increase in salaries and packages offered to new employees and also experienced the challenges of sourcing 'active' candidates.

The Irish economy is fast approaching the highs of the Celtic Tiger and the unemployment rate is almost at an all-time low. All these factors contribute to a difficult and competitive jobs market.

Dublin continues to dominate the job vacancy listings and in our opinion will continue to dominate in 2020. However, Cork experienced an employment surge in 2018 & in 2019 across multiple sectors including; IT, Sciences, Pharmaceuticals & Health Care as well as Financial Services demonstrating Ireland's stability rather than isolated growth in Dublin alone.

As the Republic of Ireland experiences growth and prosperity, employers throughout the Country are recognising the difficulties in retaining and attracting staff and as a result salaries have increased dramatically over the last decade. At PRL Recruitment we anticipate a further 3-5% increase in salaries for sales professionals across most sectors in 2020.

The purpose of The Complete Guide to Sales Recruitment is to manage the expectations of both Employers and Candidates when entering the Irish jobs market in 2020 and to provide guidance and support when attracting and screening candidates.

For more information or for a free and confidential conversation with one of our consultants please call 01668 5144

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	DUBLIN SALARIES		REST OF IRELAND	
	BASE SALARY	OTE	BASE SALARY	OTE
Sales Merchandiser	25-30k	28-32k	22-27k	25-30k
Van Sales Rep	25-32k	30-35k	22-30k	28-32k
Field Sales Representative	30-35k	33-45k	28-32k	30-40k
Regional Sales Manager	40-50k	45-60k	38-45k	40-50k
Field Sales Manager	40-50k	45-60k	38-45k	40-50k
Key Account Manager	45-55k	50-65k	40-50k	48-55k
National Account Manager	55-65k	60-75k	45-55k	50-65k
Account Director	80-100k	90-120k	70-90k	80-110k

“20 years ago, PRL gave me the opportunity to work and grow in FMCG. Now that I’m in a privileged position to hire quality people, I don’t need to look any further for my recruitment needs. PRL always deliver great CVs and are also extremely helpful on the journey to my final decision. PRL are nice smart people.”

**Damien O’Connell,**  
National Sales Manager, Lindt and Sprungli.

	DUBLIN SALARIES		REST OF IRELAND	
	BASE SALARY	OTE	BASE SALARY	OTE
Field Sales Representative	40-50k	45-55k	40-50k	45-55k
Primary Care Sales Representative	45-55k	50-60k	45-55k	50-60k
Secondary Care Sales Representative	45-55k	50-60k	45-55k	50-60k
Business Development Manager	60-70k	70-85k	60-70k	70-85k
Sales Manager	80-100k	100-120k	80-100k	100-120k
Sales & Marketing Manager	90-110k	100-140k	90-110k	100-140k
Head of Sales	90-150k	130-200k	90-150k	130-200k

“Seamus from PRL Recruitment approached me directly and subsequently introduced me to my current employer. I wasn’t actively looking for a new opportunity but Seamus had so much knowledge about the role and he was able to explain to me in a concise and factual way that it made real sense to me to pursue the career opportunity. When looking for sales leaders in my new role Seamus and PRL Recruitment were the only people I trusted to deliver key appointments for me.”

**Lorraine Brophy,**  
Head of Sales & Retail Operations, Lloyds Pharmacy

	DUBLIN SALARIES		REST OF IRELAND	
	BASE SALARY	OTE	BASE SALARY	OTE
Field Sales Representative	28-35k	33-40k	25-30k	28-35k
Business Development Manager	32-45k	35-55k	30-40k	35-50k
Regional Sales Manager	45-55k	50-65k	40-50k	45-55k
Field Sales Manager	45-55k	50-65k	40-50k	45-55k
Key Account Manager	50-60k	55-70k	40-50k	45-55k
National Account Manager	55-65k	60-75k	45-55k	50-60k
Country Sales Manager	65-85k	75-100k	60-80k	65-95k
Head of Sales	80-110k	100-130k	80-100k	90-110k

“PRL Recruitment are our recruitment partner of choice for all our sales, marketing and commercial requirements. Their ability to identify and qualify real talent is second to none”

**Peter Bastable,**  
Chief commercial Officer, Pinergy Energy

	DUBLIN SALARIES		REST OF IRELAND	
	BASE SALARY	OTE	BASE SALARY	OTE
Inside Sales Executive	30-40k	40-50k	30-40k	40-50k
Inside Sales Team Leader	40-50k	50-60k	40-50k	50-60k
Technical Sales Executive	40-50k	50-60k	40-50k	50-60k
Account Manager	45-55k	55-70k	40-55k	55-65k
Senior Account Manager	55-70k	65-85k	55-70k	65-85k
Business Development Manager	55-70k	65-85k	55-70k	65-85k
Senior Sales Consultant	60-80k	70-100k	60-80k	70-100k
Sales Manager	80-100k	90-110k	80-100k	90-110k
Head of Sales	100-150k	120-180k	100-150k	120-180k

“Richard and the team at PRL Recruitment were very professional from the outset. Our requirements were listened to without confusion and in all instances, talented and energetic candidates were introduced, some of which became valuable members of our own team. PRL Recruitment are now the first people we call upon when our team needs to expand”

**Andrew Moloney,**  
Technical Director, Heavey RF Technology

	DUBLIN SALARIES		REST OF IRELAND	
	BASE SALARY	OTE	BASE SALARY	OTE
Inside Sales Executive	30-40k	40-50k	30-40k	40-50k
Inside Sales Team Leader	40-50k	50-60k	40-50k	50-60k
Technical Sales Executive	40-50k	50-60k	40-50k	50-60k
Account Manager	40-55k	55-65k	40-55k	55-65k
Senior Account Manager	55-70k	65-85k	55-70k	65-85k
Business Development Manager	55-70k	65-85k	55-70k	65-85k
Senior Sales Consultant	60-80k	70-100k	60-80k	70-100k
Sales Manager	80-100k	90-110k	80-100k	90-110k
Head of Sales	100-150k	120-180k	100-150k	120-180k

“I worked closely with Ms. Sarah Fallon and cannot state how lucky PRL Recruitment is to have her in their employment. Sarah showed resilience in coping with the situation and had a strategy to contact and deliver a panel of top quality candidates. Sarah is amazingly personal, effective and focussed, all qualities required in abundance in her role”

**Alan Connors,**  
Managing Director, IOC Save

	<b>DUBLIN SALARIES</b>	<b>REST OF IRELAND</b>
<b>Social Media Executive</b>	1-2 Years' Exp: 27-30k	1-2 Years' Exp: 25-28k
	2-4 Years' Exp: 30-38k	2-4 Years' Exp: 28-35k
	5+ Years' Exp: 40-50k	5+ Years' Exp: 35-45k
<b>Social Media Manager</b>	45-60k	40-60k
<b>PPC Specialist</b>	1-2 Years' Exp: 28-32k	1-2 Years' Exp: 25-28k
	2-4 Years' Exp: 32-40k	2-4 Years' Exp: 28-35k
	5+ Years' Exp: 40-50k	5+ Years' Exp: 35-45k
<b>SEO Specialist</b>	1-2 Years' Exp: 28-32k	1-2 Years' Exp: 25-28k
	2-4 Years' Exp: 32-40k	2-4 Years' Exp: 28-35k
	5+ Years' Exp: 40-50k	5+ Years' Exp: 35-45k
<b>Digital Marketing Executive</b>	1-2 Years' Exp: 30-35k	1-2 Years' Exp: 28-32k
	2-4 Years' Exp: 35-45k	2-4 Years' Exp: 32-40k
	5+ Years' Exp: 45-55k	5+ Years' Exp: 40-50k
<b>Digital Marketing Manager</b>	50-80k	45-70k
<b>Head of Digital Marketing</b>	80-110k	70-100k

	<b>DUBLIN SALARIES</b>	<b>REST OF IRELAND</b>
<b>Marketing Executive</b>	1-2 Years' Exp: 28-35k	1-2 Years' Exp: 25-28k
	2-4 Years' Exp: 35-40k	2-4 Years' Exp: 28-35k
	5+ Years' Exp: 40-50k	5+ Years' Exp: 35-45k
<b>Category Executive</b>	1-2 Years' Exp: 32-38k	1-2 Years' Exp: 28-32k
	2-4 Years' Exp: 38-42k	2-4 Years' Exp: 32-40k
	5+ Years' Exp: 42-50k	5+ Years' Exp: 40-45k
<b>Brand Manager</b>	1-2 Years' Exp: 40-45k	1-2 Years' Exp: 35-40k
	2-4 Years' Exp: 45-55k	2-4 Years' Exp: 40-50k
	5+ Years' Exp: 55-60k	5+ Years' Exp: 50-65k
<b>Category Manager</b>	1-2 Years' Exp: 40-45k	1-2 Years' Exp: 35-40k
	2-4 Years' Exp: 45-55k	2-4 Years' Exp: 40-50k
	5+ Years' Exp: 55-60k	5+ Years' Exp: 50-65k
<b>Marketing Manager</b>	1-2 Years' Exp: 45-55k	1-2 Years' Exp: 40-50k
	2-4 Years' Exp: 55-65k	2-4 Years' Exp: 50-60k
	5+ Years' Exp: 60-80k	5+ Years' Exp: 55-75k
<b>Head of Marketing</b>	100-150k	90-120k

## What to look for in a Sales CV:

A candidate's CV is their opportunity to create a good first impression. A sales professional should take advantage of this and understand the importance of creating a positive first impression; therefore presentation, spelling and grammar should not be compromised. At PRL Recruitment we screen hundreds of CVs every week and consider ourselves experts. Below is a list of what we look for when reviewing new CVs:

- **Continuity**  
Does the employment and education history flow continuously or is there a break in employment / education? If there is a break this should be addressed during the first conversation.
- **Relevance**  
At PRL Recruitment we screen thousands of CVs every year and you'd be surprised how many applications are not relevant to the role of which they are applying.
- **Performance and Figures**  
A successful sales professional will boast of their performance and use figure / numbers to support their claims. E.g. "Last year I achieved 120% of my revenue target. I achieved this by..."
- **Buzz Words**  
Has the candidate tailored the CV to the specific job specification by addressing the requirements of the role? E.g. "I have experience in cold calling, new business acquisition and B2B sales via multiple channels"
- **Core Skills**  
Does the CV include the core skills of the candidate? E.g. "I have experience in generating new business utilising these core skills: E-mail campaigns, postal campaigns, telephone campaigns and social media campaigns"
- **Specific**  
Is the CV specific to the role, the job specification and its requirements? Candidates often apply for a wide range of roles based on the Job Title and not the actual specification.
- **Referees**  
PRL Recruitment provide a full service offering to clients and this includes reference checks. It is a requirement that all our candidates provide the current and previous employer as referees as well as one additional character referee should we request it.



## Sales specific questions for employers:

The competency based questions outlined below are derived from several years of candidate preparations and feedback received by employers. They are not guaranteed to leave you with all the information you need to make a decision but they will certainly support you in assessing a candidate's ability to sell, their cultural fit and commitment to the role:

1. Describe a time you had to make a quick decision with incomplete information?
2. Give me an example of a time you had to make a quick, important business decision that still affects the business today?
3. Can you think of a project or idea that was sold or implemented primarily because of your efforts?
4. Describe a situation in which you identified a problem and took action to correct it rather than wait for someone else to do so?
5. We often have to deal with different kinds of customers. Tell me about a situation where you recognised differing customer needs and strived to meet them. What was the result?
6. Interacting with others can be challenging at times. Describe a specific situation in which you had the greatest difficulty getting along with peers, team members, or others at work. How did you handle the situation?
7. Tell me about a time when you were faced with conflicting priorities. How did you determine what was a top priority in scheduling your time?

- 8.** We have all had to receive negative feedback. Tell me about a time when someone openly criticised you or your ideas. How did you react?
- 9.** Describe a situation where you were able to influence a group of peers to make an unpopular decision but one you believed to be right?
- 10.** Tell me about an experience you've had with someone you've worked with who was less cooperative or unproductive than you needed him/her to be. What did you do?
- 11.** Tell me about a recent problem you uncovered in your job. What sources of information did you utilise to identify this problem? What did you do about it?
- 12.** Walk me through handling objections from a critical client.
- 13.** Tell me about a time when you have helped a team to achieve a successful result? – How did you contribute to the success of the team? What do you think enabled this success? How have you used this to build future successes?
- 14.** Tell me about a difficult decision you have had to take? - How did you ensure people bought into that decision? What was the outcome?
- 15.** Describe a time when a team you were leading or participating in failed to achieve its aims or suffered a setback? What happened? What was your role? How did you move forward? What did you learn from the experience?
- 16.** When have you received negative feedback? How did you deal with it? How have you put any learning into action?
- 17.** On what occasions have you had to say “no” to a colleague request? How did you explain your decision? What was the outcome?
- 18.** Please describe the most difficult person you have ever had to work for. What did you learn from that experience about managing relationships?
- 19.** Tell me about the essential communication you undertake on a daily basis.
- 20.** Typically, what role do you undertake in a team? How could you make a bigger contribution?
- 21.** Tell me of a time when a group decision was made that you did not agree with. How did you respond? How did you implement the action, although not in full agreement with it?
- 22.** How do you motivate yourself to ensure you and your teams are delivering expected results to the business?
- 23.** Tell me of a time when a project you have been working on has faced a serious setback. What did you do? How did you ensure the result was achieved?

## Stress questions for employers:

Stress questions are designed to test a candidate's resilience in the work environment. The purpose of these questions are to monitor and evaluate how candidates perform under pressure, how they think on their feet and whether or not they can adapt to a changing environment. Below is a list of examples which may be used when interviewing for sales vacancies.

1. Why should I hire you?
2. You see this pen, I want you to sell me this pen?
3. Why have you decided to change careers?
4. Would you like to have your boss's job?
5. Why should I hire you, when I can fill the job with someone inside the company?
6. Can you give me an example of when you have been innovative which resulted in an increase in sales?
7. Is there a reasons why you have been out of work for so long?
8. What makes you good at sales? Can you give me an example?
9. How would you define success?
10. How would you react to criticism from me or your line manager?



## Reference template for new employees:

Candidates Name	
Conducted By	
Date	
Position being considered for	
Name of referee	
Referee Title	
Referee current employer	

Confirm Dates of Employment	
Confirm Role title	

## Rank as follows:

Time Keeping	Poor	Ok	Good	Very Good	Excellent
Attendance	Poor	Ok	Good	Very Good	Excellent
Professionalism	Poor	Ok	Good	Very Good	Excellent
Ability to work on own Initiative	Poor	Ok	Good	Very Good	Excellent
Competence to Carry out duties	Poor	Ok	Good	Very Good	Excellent

Would you re-hire? (Please explain your answer)	
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**Please comment on the following in relation to the above named candidate**

- Confirmation of core duties / responsibilities while employed by you:
  
- Key achievement during their employment:
  
- Particular strengths as a member of the team and also as a Sales Professional:
  
- Please describe the candidate's relationships with:
  - Customers:
  
  
  - Peers & Colleagues:
  
  
  - Superiors:
  
- Areas for development:
  
- What element of the sales process do they excel at:
  
- What element of the sales process are they weakest at:
  
- What are / were the reason (s) for leaving:

Has the applicant, to the best of your knowledge, ever been charged with or connected with fraud, dishonesty, violence or other serious criminal offences or are proceedings pending?

Yes       No

## Recent Placements:

PRL Recruitment is an experienced and well established recruitment agency servicing the island of Ireland for over 45 years. We have recently completed the following assignments:

INDUSTRY	ROLE	BASE SALARY	OTE
Pharmaceuticals & Health Care	Head of Sales & Marketing	€140,000	€180,000
FMCG	Commercial Manager	€125,000	€145,000
Pharmaceuticals & Health Care	Head of Sales	€120,000	€140,000
FMCG	Account Director	€82,500	€95,000
Energy & Utilities	Head of Sales	€82,500	€92,500
IT & Telecommunications	Senior Account Manager	€66,000	€106,000
FMCG	National Account Manager	€60,000	€70,000
IT & Telecommunications	Technical Sales Executive	€45,000	€55,000
FMCG	Field Sales Representative	€35,000	€44,000
Energy & Utilities	Business Development Manager	€35,000	€45,000
FMCG	Field Sales Representative	€30,000	€42,000



**PROL.**