

# Navigating Salaries & WFH in 2025 – Sales:

## A Guide for Employers

By Uplift Recruitment – A recap from our Webinar



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## INTRODUCTION

# Post-Webinar Insights & Action Guide for Employers

Thank you for joining us for Part One of our webinar series: "Attracting and Retaining High-Performing Sales Reps."

In today's fast-evolving employment landscape, attracting top-tier sales talent requires more than just a strong offer – it demands transparency, flexibility, and a genuine understanding of what candidates value most.

This ebook brings together the most important insights, data, and actionable strategies shared during the session, featuring expert input from:

- Sam from SEEK, with the latest data on candidate drivers and market trends.
- Simon Spaulding, Director of Uplift Recruitment, offering a front-line view into what sales talent is really looking for.
- Scott Dunphy-Brown, Sales Enablement Leader at Sales Calibre, with leadership and coaching strategies that support performance and retention.

Inside, you'll find:

- A breakdown of the top motivators for today's sales candidates.
- Key advice on salary transparency, OTE skepticism, and commission structures.
- Data-driven guidance on remote and hybrid work trends.
- Leadership tactics to coach, trust, and manage hybrid sales teams effectively.

Whether you're refining your hiring approach or rethinking your sales structure for 2025, this resource is designed to help you attract the right people... and keep them!

Let's dive in.



## KEY POINT 1

# What Today's Sales Talent Wants

In 2025, the expectations of sales professionals have evolved far beyond the paycheck. While salary and compensation remain critical, top performers are now seeking roles that offer security, purpose, balance, and growth within a workplace that respects their time and autonomy.

## Top 5 Drivers for Sales Candidates Today:

### Transparent Salary & Compensation

- 70% of sales candidates consider a base salary a non-negotiable.
- OTE (On-Target Earnings) still attract attention — but candidates demand clarity and achievability.
- Regular salary reviews and visible progression pathways build long-term trust.

### Work-Life Balance

- 53% of workers prefer to work from home at least two days per week.
- Candidates value flexibility, autonomy, and time in lieu — especially in high-output roles.
- Work-from-home options are not a perk — they're now a baseline expectation.

### Career Development

- Growth opportunities, skill-building, and a clear path to promotion are crucial for retention.
- Sales reps want to know: "What's next if I succeed here?"

### Strong, Supportive Management

- Leadership quality ranks high as a deciding factor.
- Candidates look for managers who provide coaching, feedback, and trust, not just KPI pressure.

### Culture & Values

- Candidates align themselves with employers who demonstrate empathy, inclusion, and adaptability.
- A culture of support and flexibility is often the tiebreaker when comparing multiple offers.

## KEY POINT 1

# What This Means for Employers

To attract high-performing sales reps, your offer must go beyond compensation. You need to design roles that reflect real candidate priorities and communicate them clearly from the first touchpoint.

This means:

- Advertising base salary ranges openly.
- Offering flexible work arrangements with clear expectations.
- Creating pathways for professional growth.
- Building a workplace culture that prioritises trust, wellbeing, and purpose.

## KEY POINT 2

# Transparency is Non-Negotiable

In a candidate-driven market, trust is everything and nothing builds (or breaks) trust faster than how you handle salary, commission, and earning potential. Sales professionals are no longer willing to “wait and see” when it comes to how they’re paid. They want the full picture upfront.

## ▶ Common Pitfalls That Undermine Trust

### 🚫 Ambiguous OTE Promises

- Candidates are skeptical of high On-Target Earnings if the path to achieving them isn’t crystal clear.
- With up to 50% of reps missing target, many wonder: “Is this actually attainable?”

### 📉 Unrealistic or Unsupported Targets

- No ramp-up period, no support, and no clear sales playbook? That’s a recipe for early exits.
- Reps question whether they’re set up to succeed — or simply set up to fail.

### 🕒 Delayed Payouts & Clawbacks

- Commission delays or clawback clauses (especially those outside of the rep’s control) are major red flags.
- These create friction and reduce loyalty — especially if not communicated early.

### 👁️ Lack of Clarity in Commission Structures

- Vague bonus plans leave candidates guessing — and guessing leads to distrust.
- Reps want to know exactly how they’ll be paid, when, and for what.

## KEY POINT 2

# What Today's Top Employers Are Doing Differently

- ✓ Sharing full commission structures before contracts are signed.
- ✓ Hosting walkthroughs with leadership to explain incentives at final-stage interviews.
- ✓ Providing real examples of how many reps actually hit target and how they're supported to do so.
- ✓ Setting expectations clearly: base salary, ramp periods, realistic metrics, and support structures.

Transparency is not just a “nice to have”. It’s a critical part of your employer brand. To attract and retain top sales talent:

- Eliminate ambiguity from your commission plans.
- Be open about how your top performers are earning.
- Show how your business sets new hires up for success not just what they could earn, but how they'll get there.

Clear expectations drive stronger candidates, better performance, and more trust — from day one.

## KEY POINT 3

# WFH & Flexibility = Make-or-Break


Work-from-home and flexible work options have gone from perks to expectations. Sales candidates are actively prioritizing roles that give them autonomy, trust, and balance and are walking away from those that don't.


In today's competitive market, flexibility is often the deal-breaker or deal-maker for high-performing talent.


## Flexibility by the Numbers


- ✓ 53% of candidates prefer to work from home two or more days per week
- ✓ 9.5% of job ads on SEEK now explicitly offer WFH options
- ✓ 25% of candidates value additional leave and time in lieu

## Why Flexibility Matters to Sales Talent

 **Autonomy Fuels Performance** – Top salespeople thrive when trusted to manage their time. Flexibility signals trust — and micromanagement kills motivation.

 **Location Shouldn't Limit Talent** – Great candidates now live in regional and semi-rural areas. Hybrid-friendly businesses tap into broader, often untapped talent pools.

 **Focus & Flow Improve Outside the Office** – Deep work like prospecting, CRM updates, and proposals often happens more effectively in home environments with fewer distractions.

 **Flexibility Builds Retention** – Candidates stay longer when work fits around their life and not the other way around.

## KEY POINT 3

# What This Means for Employers

If your competitors offer hybrid or remote roles and you don't, you're instantly less attractive to top talent.

To remain competitive:

- ✓ Clearly outline your flexibility policy in job ads and interviews
- ✓ Consider a staggered WFH plan for new hires (e.g., 1 day/week, building up)
- ✓ Evaluate remote-readiness during interviews: past WFH experience, personality fit, and self-motivation
- ✓ Support remote sales reps with coaching, clear expectations, and tools that enable collaboration



**PRO TIP:** EVEN IF FULL FLEXIBILITY ISN'T VIABLE FROM DAY 1, COMMUNICATE A PATHWAY. CANDIDATES ARE MORE LIKELY TO ACCEPT AN OFFER IF THEY KNOW WFH OPTIONS CAN EVOLVE OVER TIME.

## KEY POINT 4

# Leadership and Trust Matter

In the world of sales, leadership isn't just about hitting numbers — it's about building trust, creating a culture of support, and developing people. Especially in hybrid and remote environments, great leadership is the glue that holds performance, engagement, and retention together.

Today's sales reps don't just want a job — they want to be coached, challenged, and trusted.

## 🌱 What Sales Talent Expects from Leadership

### 🎯 Coaching Over Micromanagement

- Sales reps want leaders who teach, guide, and challenge, not just check KPIs. Pipeline reviews ≠ coaching.

### 🕒 Dedicated 1:1 Time

- One of the biggest complaints from sales reps?
- "I never get time with my manager."
- As leaders take on more responsibilities, intentional time with reps becomes even more critical.

### 📊 Clear Metrics + Autonomy

- Reps are happy to be measured — if expectations are clear and fair.
- Use both:
  - Lead indicators (calls, meetings, outreach)
  - Lag indicators (closed deals, win rates)

### 🗨️ Safe Space for Feedback

- Sales is high-pressure. Reps need a supportive environment to share challenges, seek help, and improve — not just hit numbers.

### 💛 Trust-Based Management

- Especially in WFH setups, trust is key.
- Focus on outputs, not hours. Trust reps to do the work — and trust them to fail and learn along the way.

## KEY POINT 4

# Leadership in Hybrid Teams: What Works

- ✓ Create “working rooms” online where reps can collaborate in real time
- ✓ Run virtual blitz sessions with shared leaderboards to drive energy
- ✓ Schedule regular coaching sessions that go beyond the numbers
- ✓ Use tools like Slack or Teams chats to simulate osmosis and peer learning
- ✓ Celebrate wins publicly – keep team morale high, even when remote



**LOOKING FOR A SALES TRAINER? SALES CALIBRE HELP SALES AND REVENUE TEAMS RAISE THE CALIBRE OF THEIR SALES SKILLS AND GTM APPROACH TO DRIVE GREATER SALES GROWTH.**

**- SCOTT DUNPHY-BROWN  
0421488800**

## SALES SALARY GUIDE

# Sales Salary Guide

## What are candidates earning as a Sales and Business Development Manager?

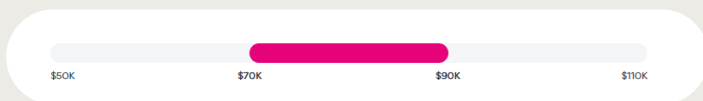
The average annual salary for Sales and Business Development Manager jobs in Australia ranges from \$90,000 to \$110,000.



The average annual salary for Account Manager jobs in Australia ranges from \$85,000 to \$105,000.



The average annual salary for Sales Representative jobs in Australia ranges from \$70,000 to \$90,000.



*These insights are based on full-time salary ranges disclosed by employers on SEEK job ads.*

*They only include salary data from jobs listed in the last three months this ensures you get an accurate representation of market trends.*

*Some disclosed salaries include superannuation and other salary benefits, while others don't. This varies between employers.*

UPLIFT RECRUITMENT

# Want to learn more?

At Uplift Recruitment, we specialise in sourcing top talent for sales and service roles. Our boutique agency offers personalised services tailored to your needs.

## Key highlights:

- **Deep Understanding:** We delve into your business to craft bespoke terms and fees
- **Quality Focus:** Prioritising quality and best practices, we link service level agreements (SLAs) to time and quality.
- **Local Commitment:** Australian-owned, reinvesting locally, and supporting literacy and numeracy programs.
- **Diverse Talent Pool:** Specialist divisions and a strong online presence attract a wide range of candidates.
- **Comprehensive Services:** Offering bulk recruitment, assessment centres, unbundled services, outsourced payroll, and contractor services.
- **Proven Excellence:** Over 200 five-star Google reviews and multiple awards, including SourcR 2023 Awards for Best Agency and Best Recruiter.
- **Relationship Building:** Focused on long-term relationships based on trust and understanding.

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based on 209 reviews



4.9 Average Rating  
based on 257 reviews



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