



SALES

2025 SALARY GUIDE

**HENDERSON
SCOTT**

ALWAYS RAISING THE BAR

About Henderson Scott

At Henderson Scott, we're here to elevate both candidates and clients in Sales as they navigate a dynamic and evolving landscape.

For our clients, we offer expertise to meet immediate hiring needs and provide strategic insight to plan for sustainable growth. For candidates, we're committed to connecting you with roles that not only align with your skills and ambitions but help you raise the bar in your career.

Whether you're a professional aiming to take your career in Sales to new heights or a client in search of top talent to drive your business forward, our partnership-driven, insight-led approach ensures we're here for you at every stage. Together, we're creating opportunities for success that benefit professionals and organisations alike, making it easy to find the right match, no matter the challenge.

For clients looking for a tailored approach to workforce planning, our [Recruitment solutions](#) page offers a detailed view of how we support you with bespoke recruitment strategies. From temporary to permanent placements, we provide solutions that adapt to your business needs, helping you build resilient teams for the future. Explore our range of recruitment options and discover how Henderson Scott can be your strategic partner in achieving hiring success.

Methodology



This guide is informed by insights from our latest sentiment survey, shared with our extensive network of clients and candidates. Salary data has been meticulously compiled using information gathered across 2024 from our job board partners, candidate registrations, and Henderson Scott offices across the UK. It reflects current job listings, insights from our specialist consultants, and prevailing industry trends.

*All salaries are a guideline and there are several factors including industry, working pattern and wider cash/non-cash benefits that will play a part in the basic salary on offer.

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SALES

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Permanent – salary per annum

Job title	London		East		North West		South East		South West	
	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average
Commercial Director	75,000 - 100,000	95,000	70,000 - 100,000	90,000	70,000 - 100,000	90,000	80,000 - 110,000	100,000	70,000 - 100,000	90,000
Business Development Manager	50,000 - 70,000	60,000	50,000 - 70,000	55,000	50,000 - 70,000	55,000	50,000 - 70,000	60,000	50,000 - 70,000	55,000
Business Development Executive	45,000 - 60,000	55,000	45,000 - 60,000	50,000	45,000 - 60,000	50,000	45,000 - 60,000	55,000	45,000 - 60,000	50,000
Account Manager	50,000 - 75,000	70,000	50,000 - 75,000	60,000	50,000 - 75,000	60,000	50,000 - 75,000	70,000	50,000 - 75,000	60,000
Account Executive	45,000 - 70,000	55,000	45,000 - 70,000	50,000	45,000 - 70,000	50,000	45,000 - 70,000	55,000	45,000 - 70,000	50,000
Sales Engineer	50,000 - 70,000	60,000	50,000 - 70,000	55,000	50,000 - 70,000	55,000	50,000 - 70,000	60,000	50,000 - 70,000	55,000
Sales Executive	45,000 - 60,000	50,000	40,000 - 55,000	45,000	40,000 - 55,000	45,000	45,000 - 60,000	50,000	40,000 - 55,000	45,000

Job title	North East		Midlands		Yorkshire and Humber		Scotland	
	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average
Commercial Director	70,000 - 100,000	90,000	70,000 - 100,000	90,000	70,000 - 100,000	90,000	65,000 - 95,000	85,000
Business Development Manager	50,000 - 70,000	55,000	50,000 - 70,000	55,000	50,000 - 70,000	55,000	50,000 - 70,000	55,000
Business Development Executive	45,000 - 60,000	50,000	45,000 - 60,000	50,000	45,000 - 60,000	50,000	45,000 - 60,000	50,000
Account Manager	50,000 - 75,000	60,000	50,000 - 75,000	60,000	50,000 - 75,000	60,000	50,000 - 75,000	60,000
Account Executive	45,000 - 70,000	50,000	45,000 - 70,000	50,000	45,000 - 70,000	50,000	45,000 - 70,000	50,000
Sales Engineer	50,000 - 70,000	55,000	50,000 - 70,000	55,000	50,000 - 70,000	55,000	50,000 - 70,000	55,000
Sales Executive	40,000 - 55,000	45,000	40,000 - 55,000	45,000	40,000 - 55,000	45,000	40,000 - 55,000	45,000

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