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2022 Print Industries Sales Compensation Report Released

Report offers best-in-class sales compensation practices, policies, and benefits

[June 22, 2022-Dallas, TX] On behalf of its more than 3,500 print manufacturer members, *Americas Print Association Network* has announced the release of the *2022 Print Industries Sales Compensation Report,* with the express purpose of benchmarking best-in-class sales compensation practices, policies, and benefits for print and graphic communications sales professionals. This comprehensive review of sales compensation practices offers critical benchmarking opportunities to ensure sales representatives are effectively incentivized with tools and policies to maximize corporate sales goals.

The 2022 Print Industries Sales Compensation Report is published by the Americas Print Association Network and Print Industries, a national workforce development organization, and administered by Rochester Institute of Technology's (RIT) Department of Graphic Media Science and Technology. Sponsored by financial and business management consulting firm, LB Carlson, CPA, and company partner, Rick Riesgraf, commented, "In today's competitive marketplace, attracting and retaining top sales professionals is essential to the business success of our clients. This report is a terrific tool in the arsenal of every print business leader."

Among other findings, the study suggests high-performing sales professionals be provided support such as subject matter experts, CSRs or account managers, and marketing automation tools. Companies of high-performers may choose to invest in client appreciation campaigns to support sales reps in their pursuit of client advocacy and relationship building. Best-in-class companies may provide appropriate training and mentorship for low-performing sales reps, and use meaningful metrics and incentives to help improve sales performance.

The Sales Compensation Report Includes:

- Best-in-class compensation practices, including salary, commissions, incentives, and bonuses.
- Benchmarking of commission percentage and basis.
- Policies associated with quotes, reruns, and problem-handling are conducted by sales reps without management approval.
- Marketing and technology-support practices.
- Benefits and reimbursement practices.
- Sales per rep ratios by market segment and process.
- Regional reporting, addressing cost-of-living factors

The *2022 Print Industries Sales Compensation Report* is a complementary publication to the *Americas Print Association Network*'s annual Wage+Benefits Survey, the industry's most comprehensive annual survey on labor costs and human resource policies of print-related professionals. To receive a copy of the just-released 2022 Print Industries Sales Compensation Report, contact your Americas Print Association Network representative or complete the study request form HERE. For questions, contact Teresa Campbell at 800-788-2040 or email TeresaC@piamidam.org.

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About the Publishers
The Americas Print Association Network is an independent network of associations representing more than 5,000 North American print manufacturers and their equipment and technology partners. To locate your regional Print Association, go to https://www.printindustries.org/partner-search. Print Industries is a workforce development organization serving the advanced manufacturing sectors of print and graphic communications, offering industry advocacy, career guidance, and experiential learning resources to inspire, recruit, and train our next-generation workforce. More at www.printindustries.org.

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