

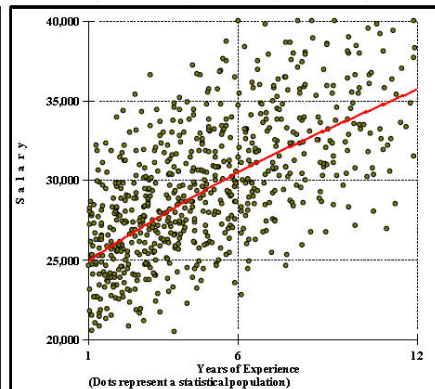
ERI's 2013 Sales and Marketing Salary Survey provides market-based pay data for 129 benchmark jobs in this 250+ page publication. Input was received from organizations located in multiple states and the District of Columbia. The effective date of the data is March 31, 2013.

Two pages of information are reported for each benchmark position, including job descriptions, Selected Characteristics of the Occupation (SCOs), total annual direct compensation, incentive/variable pay, survey means, medians and percentiles, and graphs with data points. The survey contains three different sections of data: 1) public data, 2) ERI Assessor databases, and 3) data provided by participants. Please see the example format below:

Categories	No. of Incumbents	Mean	First Decile	First Quartile	Median	Third Quartile	Ninth Decile	Rate of Error
Public Databases								
Annual Salary		\$26,404	\$19,014	\$21,622	\$25,970	\$33,302	\$37,702	
Incentive/Variable Pay								
Total Direct Annual Compensation		\$26,404	\$19,014	\$21,622	\$25,970	\$33,302	\$37,702	0.2
ERI Assessor Databases								
Annual Salary		\$30,513	\$26,074	\$27,900	\$29,970	\$32,661	\$35,035	
Incentive/Variable Pay		\$356	\$306	\$328	\$352	\$384	\$411	
Total Direct Annual Compensation		\$30,869	\$26,380	\$28,228	\$30,322	\$33,045	\$35,446	
Survey Participants' Databases								
Annual Salary		\$37,079	\$18,032	\$28,167	\$38,704	\$41,404	\$44,000	
Incentive/Variable Pay		\$1,955	\$500	\$969	\$1,456	\$3,262	\$5,000	
Total Direct Annual Compensation	227	\$39,034	\$18,532	\$29,136	\$40,160	\$44,666	\$49,000	1.1

Position Description

Greets and receives callers or visitors at establishment, and determines nature of business. Asks for caller's or visitor's name, arranges for appointment with or notifies person called upon on caller's arrival, guides caller to destination, and records name, time of call, nature of business, and person called upon. May issue visitor's pass when required. May type memos, correspondence, reports, and other documents. May operate PBX telephone console to receive incoming messages. May make future appointments and answer inquiries. May perform variety of clerical duties and other duties pertinent to type of establishment. May collect and distribute mail and messages. May work in office of medical practitioner or in other health care facility and be designated accordingly. eDOT: 237.367-038



Selected Characteristics of Occupation (SCOs) from ERI's Occupational Assessor

eDOT SCOs*	Mental & Stress Demands	Physical Demands	Far Acuity
eDOT code 237.367-038	Understanding & Memory	Strength S	Depth Perception N
Occupational Code 237	Memory F	Occasionally Lift/Carry 0	Accommodation O
Specific Vocational Preparation (SVP) 4	Short Instruction Memory F	Frequently Lift/Carry 0	Color Vision N
Education Level 5	Detailed Instruction Memory F	Push/Pull N	Field of Vision O
Worker Functions	Sustained Concentration & Persistence	Walking O	Environmental Conditions
Data 3	Short Instruction F	Sitting F	Exposure to Weather N
People 6	Detailed Instruction O	Standing O	Extreme Cold N
Things 7	Concentration & Attention F	Sit/Stand Option N	Extreme Heat N
Literacy Demands	Work Schedule O	Climbing N	Wet and/or Humid N
Mathematics Level 2	Work Routine F	Balancing N	Noise Intensity Level 2
Language Level 3	Work Distractions F	Stooping N	Vibration N
Reasoning Level 3	Work Decisions O	Kneeling N	Atmospheric Conditions N
Aptitudes	Work Completion F	Crouching N	Proximity to Moving Parts N
General Learning Ability 3	Social Interaction	Crawling N	Exposure to Electrical Shock N
Verbal Aptitude 3	Public Interaction F	Reaching O	Working in High Places N
Numeric Aptitude 2	Assignment/Assistance F	Reaching Upward O	Exposure to Radiation N
Spatial Aptitude 2	Work Review O	Reaching Downward O	Working With Explosives N
Form Perception 2	Peer Interaction F	Handling O	Exposure to Toxic Chemicals N
Clerical Perception 3	Work Behavior F	Fingering O	Exposure to Biohazards N
Motor Coordination 2	Adaptation	Feeling N	Other Environmental Conditions N
Finger Dexterity 3	Adaptation to Change O	Keyboard Use F	Additional Measures
Manual Dexterity 2	Hazard Awareness O	Talking F	Creativity O
Eye-Hand-Foot Coord. 2	Travel O	Hearing O	Administrative Activity O
Color Discrimination 1	Independent Planning O	Tasting/Smelling N	Discretion/Independent Judgment F
		Near Acuity O	

* For an explanation of eDOT SCO values, please see the definitions on page 265.

Trended EEO-1 Demographic Estimates

Specific Census data can be obtained by subscribing to ERI's Geographic Assessor

Trend to Month/Year:	eDOT Title:		OES Area:		SOC Job Family:		Codes:	
	Receptionist		US - National		Receptionists and Information Clerks		eDOT Code: 237.367-038	
							OES Code: 193000700000	
							SOC Code: 434171	
	Total	White	Black or African American	Native Hawaiian or Other Pacific Islander	Asian	Hispanic or Latino	Alaska Native	Two or More Races
Male	7.3%	4.8%	0.9%	0.0%	0.4%	0.9%	0.1%	0.2%
Female	92.7%	68.2%	9.6%	0.1%	2.0%	10.5%	0.6%	1.6%
Totals	100.0%	72.9%	10.5%	0.1%	2.5%	11.4%	0.6%	1.8%

Sample Information

Benchmark Title	Mean Total Compensation
Marketing Media Director	\$122,671
Marketing Associate	\$54,274
Auctioneer	\$66,679
Sales Assistant	\$41,248

Information is from ERI Assessor databases as of March 31, 2013.

Benchmark Job List

<p>Account Manager Sales</p> <p>Account Supervisor</p> <p>Advertising Sales Representative</p> <p>Aeronautical Sales Engineer</p> <p>Agricultural Services Sales Representative</p> <p>Agronomy Products Sales Representative</p> <p>Aircraft Sales Representative</p> <p>Animal Care Sales Representative</p> <p>Animal Training Sales Representative</p> <p>Area Sales Manager</p> <p>Association Membership Sales Representative</p> <p>Auctioneer</p> <p>Automobile Accessory Salesperson</p> <p>Automotive Leasing Sales Representative</p> <p>Building Materials Sales Associate, Retail</p> <p>Business Broker</p> <p>Cable Sales Representative</p> <p>Carpentry Services Sales Representative</p> <p>Chief Marketing & Sales Officer</p> <p>Cinema Production Products Sales Representative</p> <p>Collection Agency Sales Representative</p> <p>Computer Programming Services Sales Representative</p> <p>Computer Sales Representative</p> <p>Copper Products Sales Representative</p> <p>Credit Reporting Sales Representative</p> <p>Data Services Sales Representative</p> <p>Day Care Sales Representative</p> <p>Dental Appliance Sales Representative</p> <p>Dental Laboratories Sales Representative</p> <p>Direct Mail Sales Representative</p> <p>e-Commerce Sales Manager</p> <p>Electrician Sales Representative</p> <p>Electronic Sales Engineer</p> <p>Export Sales Manager</p> <p>Facilities Services Sales Representative</p>	<p>Field Sales Supervisor</p> <p>Financial Sales Representative</p> <p>Food Sales Clerk</p> <p>Government Sales Manager</p> <p>Government Sales Supervisor</p> <p>Hardware & Plumbing Supplies Sales Representative</p> <p>Hearing Aid Specialist</p> <p>Home Furnishings Salesperson</p> <p>Hotel Sales Representative</p> <p>HVAC Services Sales Representative</p> <p>Inside Sales Representative</p> <p>Insurance Sales Agent</p> <p>Intermediate Care Sales Representative</p> <p>International Sales Manager</p> <p>Janitorial Services Sales Representative</p> <p>Laundry Services Sales Representative</p> <p>Livestock Sales Representative</p> <p>Long-Term Care Sales Representative</p> <p>Lumber Sales Representative</p> <p>Manufacturer's Sales Representative</p> <p>Market Research Analyst</p> <p>Market Research Manager</p> <p>Market Research Supervisor</p> <p>Marketing Administration Manager</p> <p>Marketing Administration Supervisor</p> <p>Marketing Assistant Manager</p> <p>Marketing Associate</p> <p>Marketing Communications Manager</p> <p>Marketing Communications Supervisor</p> <p>Marketing Coordinator</p> <p>Marketing Director (Experience)</p> <p>Marketing Information Supervisor</p> <p>Marketing Manager</p> <p>Marketing Media Director</p> <p>Marketing Representative</p>
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Marketing Research Director
Marketing Survey Worker
Medical Sales Representative
Movie Theater Products Sales Representative
National Sales Manager (Experience)
New Automobile Sales Representative
New Home Sales Representative
Office Equipment Sales Representative
Office Furniture Sales Representative
Pest Control Sales Representative
Petroleum Sales Representative
Photo Finishing Sales Representative
Product or Brand Sales Manager
Publishing Sales Representative
Radio & TV Broadcasting Sales Representative
Real Estate Sales Agent
Regional Sales Manager
Research Services Sales Representative
Residential Care Sales Representative
Route Driver Sales Representative
Sales Analyst
Sales Assistant
Sales Clerk Retail
Sales Correspondent
Sales Director
Sales Engineer
Sales Estimator
Sales Order Manager
Sales Order Supervisor
Sales Representative

Sales Representative (Highly Complex Products)
Sales Representative (Key Accounts)
Sales Representative (Semi-Technical Products)
Sales Supervisor
Sales Training Director
Sales Training Representative
Sales Training Supervisor
Salesperson Business Services
Salesperson Flowers
Salesperson Graphic Art
Salesperson Women's Apparel
Seafood Sales Representative
Sporting Goods Sales Representative
Stereo Equipment Salesperson
Surgical Appliances Sales Representative
Survey Services Sales Representative
Telemarketer
Telemarketing Manager
Telemarketing Supervisor
Telephone Sales Representative
Ticket Agent
Ticket Sales Supervisor
Top Government Sales Executive
Top Marketing Officer
Top Sales Officer
Traffic Agent
Translation Services Sales Representative
Used Automobile Sales Representative
Wireless Sales Representative