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2022 Sales Compensation Survey of Print Sales Professionals Opens for Submissions

[March 28, 2022 – Dallas, TX] On behalf of its more than 3,500 print service provider members, the Regional Print Association Network has announced it will conduct a compensation study of sales professionals in print-related companies in 2022. **The 2022 Sales Compensation Study**, launching on March 28, 2022, is published by the Regional 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. Last published in 2016, the Sales Compensation Study is the definitive benchmarking tool for North American print service providers, documenting best-in-class sales compensation practices and policies for sales professionals in print-related companies.

Sponsored by financial and business management consulting firm, [LB Carlson](#), the 2022 Sales Compensation Study will provide participants with the definitive benchmark for comparing compensation practices and policies to hundreds of print and graphics sales professionals' data, aggregated by averages to maximize confidentiality of all participants.

"In today's competitive print marketplace, attracting and retaining top sales professionals is essential. Ensuring these sales representatives are incentivized with optimized tools and policies to maximize corporate sales goals is equally critical," commented Teresa Campbell, Regional Print Association Network operating committee chair and president of PIA MidAmerica.

The Sales Compensation Study 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 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 for cost-of-living factors.

Among the report's objectives is to benchmark average compensation of sales representatives by region, product segment and production process, as well as delve into methods used for determining and calculating commissions. The report provides printers with critical data for benchmarking sales compensation to remain competitive in the industry.

The 2022 Sales Compensation Study is a complementary publication to the annual Wage + Benefits Survey, the industry's most comprehensive annual survey on labor costs and human resource policies of print-related professionals. Participants of the Sales Compensation Study will receive access to the report at no charge, expected to be published in June 2022. To participate in the 2022 Sales Compensation Study or learn more about the annual Wage + Benefits Survey, contact your Regional Print Association. Find your regional

print association at printindustries.org/connect-locally. For questions, contact Teresa Campbell at 800-788-2040 or TeresaC@pamidam.org.

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About the Publishers

The **Regional Print Association Network** is an independent network of associations representing more than 5,000 North American print service providers and their equipment and technology partners. To locate your regional Print Association, go to printindustries.org/connect-locally. **Print Industries** is a thought leadership and 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.