
















SALES COMPENSATION 2022 STUDY

Information Needed to Complete the Study

COMPANY DETAILS

- Contact information for main location
- Additional sales/production site names, city, and state
- Which Regional Print Association Network affiliate to which you belong:

GAA/Graphic Arts Association - 	PIASCWSPA/PPPI - 
GLGA/Great Lakes Graphics Association - 	PIASD/Printing Industries of San Diego - 
GMA/Graphic Media Alliance - 	PICA/Printing Industry of the Carolinas - 
PGAMA/Printing and Graphics Association MidAtlantic - 	PIM/Printing Industry Midwest - 
PIA/Printing Industries Alliance - 	PINE/Printing Industries of New England - 
PIA MidAmerica/Printing and Imaging Association of MidAmerica - 	PMA/Print Media Association - 
PIAG/ Printing & Imaging Association of Georgia - 	VMA/Visual Media Alliance - 
PIAS/Printing Industries of the South - 	Unknown/NA/Other

- Annual Sale Revenue in 2021, distinguishing between “house accounts” and “sales rep-serviced” accounts for the following market segments: Commercial printing, Signage/wide format, Mailing/fulfillment, Trade Finishing, Transactional, Graphic Design, Digital marketing services.
- Graphics and printing techniques used by your company

Web Offset (cold)	Flexography
Web Offset (heatset)	Screen Printing
Sheetfed Offset	Mailing services
A4/A3 Digital (≤13x18 sheetfed)	Finishing/Fulfillment services
A2/A1 Digital (>13x18 sheetfed)	Graphic Design Services
Wide/Grand Format Digital	Digital Marketing services including website production, email marketing,
Roll-fed Digital Labels	Brokering services
Roll-fed Digital (other)	Other

- Marketing technologies, sales support personnel, marketing initiatives, and social media platforms employed to support sales reps

POLICIES & BENEFITS

- Company sponsored insurances & benefits (HR practices)
- Sales & entertainment expense reimbursement policies
- Policies related to accepting orders without a quote, offering discounts, initiating reruns, modifying quotes, etc.
- Compensation methods used for sales reps
- Frequency of compensation and timing around commissions earned

SALES GROUPS & PERFORMANCE

- Number and name of sales group(s)*
- Age and gender of sales rep(s)
- The rank order of sales rep(s) in each group, ranked by sales volume**
- Years of experience selling in the market segment(s) in which your company works.
- Annual compensation in 2021 by category (base salary, commission, etc.) for sales rep(s).
- Annual sales volume in 2021 for ranked rep(s), by graphic/printing/service technique used.
- Basis/methods used in calculating commissions (gross sales, gross margin, value-add, etc.)

**For the purposes of this survey, we define differentiated sales groups as individuals or teams who sell only in specific product segments like packaging vs commercial, or specialize by process or technology within the organization. If all sales representatives can sell all products and services you offer (even if they don't), we treat this as a single sales group, even if located at different sites.*

***In situations of more than 5 reps, we will be asking for a very specific subset of ranked sales reps. Therefore, having data for all reps available will be helpful, even though you will only enter 5 reps per sales group max.*

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