



Affiliated Associations
 Printing Industries of Northern California
 Printing Industries Association, Inc. of Southern California
 Printing Industries Association of San Diego

Printing Industries of California
 5800 S. Eastern Ave.,#400
 Los Angeles,California 90040
 Telephone: 323-728-9500
 FAX: 323-724-2327

OUTSIDE SALES COMPENSATION SURVEY

May 2010

Dear Owner, Sales Manager or Top Manager

Your cooperation in completing the attached survey questionnaire covering the compensation practices for "Outside Sales" positions in the printing/graphic arts industry is appreciated. This is an opportunity for your company to receive current information on this very important and competitive position, in the labor market throughout Southern California, at no cost to your company. PIC companies, not participating in the survey, will have to pay \$100 to receive a copy of the results.

Results of the data received will be summarized in a manner so individual member companies cannot be identified.

Please complete the survey questionnaire and the form below entitled "2010 Outside Sales Compensation Survey-Complimentary Copy". The deadline for returning the survey questionnaire is June 15, 2010.

The completed survey questionnaire is to be mailed to:

Doug Moore
 c/o PIC
 P.O. Box 910936
 Los Angeles, CA. 90091-0936

The results will be published by August 2010.

If you have any questions, call Doug Moore at (323) 728-9500, Ext. 218, (or email: doug@piasc.org).

PIC 2010 OUTSIDE SALES COMPENSATION SURVEY COMPLIMENTARY COPY

Completion of this form and of the survey questionnaire will result in your receipt of a free copy of the survey results

Name Of Company: _____

Address: _____

City/State: _____ Zip: _____

*Name Of Owner Or President: _____

**Copy of the confidential results of this survey will be mailed only to the Owner or President of the company.*



CONFIDENTIAL

2010 Survey Questionnaire "Outside Sales" Personnel

I. GENERAL INFORMATION

- 1. Type of Business:
 - Bindery/Finishing
 - Business Forms
 - Commercial Printer* (answer Q.1a.)
 - Label
 - Pre-Press/Service Bureau
 - Supplier
 - Other (specify): _____
- 1a. *Commercial Printers Only*—Type of Process:
 - Sheetfed Printer
 - Combination Web and Sheet Printer
 - Web Printer
- 2. Annual Dollar Volume of Company Sales:
 - Under \$1,500,000
 - \$1,500,000-5,000,000
 - \$5,000,000-10,000,000
 - Over \$10,000,000

II. OUTSIDE SALES COMPENSATION FOR A BEGINNER

- 1. Please enter (if applicable) your normal starting weekly salary or draw against future commissions for a beginning salesperson without experience. \$ _____ per week

III. OUTSIDE SALES COMPENSATION FOR EXPERIENCED SALESPERSONS

(Please check the box appropriate and provide further information when requested)

- 1. What method do you use to compensate your experienced outside sales representatives?
 - Salary Only. If "yes", how much is the average salary per week: \$ _____
(Note: If you check this option, then go directly to Section IV of this questionnaire).
 - Commission Only.
 - Commissions with a draw or an advance against future commissions.
 - Salary and Commission Combination.
 - Other: _____
- 2. If you pay sales commissions to your experienced salespersons, please check which of the following applies:
 - Commission is based on gross sales volume, (defined as the total invoice price).
 - Commission is based on value added, (defined as the difference between raw materials plus purchased services, without mark-ups, and invoice price).
 - Commission is based on job profitability, (defined as the difference between the fully allocated cost and the invoice price).
 - Commission is based on contribution to overhead, (defined as the difference between raw materials, purchased outside services at cost, out-of-pocket factory labor, and the invoice price).
 - Other: _____

3. If your compensation policy is to pay commissions on sales, when is the commission actually earned by the salesperson?
- Upon receipt of the job order by the company.
 - When the job invoice is issued by the company.
 - When the company receives payment for the job.
 - Other: _____
4. If you pay commissions to your salespersons, and the client has not paid in a timely manner, is salesperson's commission affected in any of the following ways:
- Salesperson loses the full commission once the account is _____ days past due.
 - Salesperson loses _____ % of commission once the account is _____ days past due.
 - The salesperson's commission is not affected by a late payment from the customer.
 - Other: _____
5. If your company uses some form of a commission to compensate your experienced salespersons:
What is the commission percentage paid? _____%

Further, please answer which of the following options apply:

- The salesperson is paid on a commission only basis.
- The salesperson receives a draw or an advance against future commissions earned.

The average draw paid to an experienced salesperson per week: \$ _____

- The salesperson receives a weekly salary, in addition to a paid commission percentage (%) indicated above, in which the salary on average per week for a top salesperson is: \$ _____;
and/or for an average performing salesperson is: \$ _____
- Other: _____

IV. ADDITIONAL BENEFITS PROVIDED TO OUTSIDE SALESPERSONS

- Reimburse the sales person for the use of a cellular phone. Yes No N/A (No cellphone)
If yes, the average amount of reimbursement per month is: \$ _____; and
reimbursement on average to the total monthly cellular phone bill is: _____%
- Company car is provided.
- Mileage reimbursement provided at \$ _____ per mile.
- Car allowance provided at \$ _____ per month.
- Company reimburses approved entertainment expenses.
- Other benefit(s) provided only to outside salesperson:

V. TOTAL ANNUAL COMPENSATION:

What is the expected average annual compensation, for your experienced outside sales personnel, excluding benefits such as described in "IV" above: \$ _____

VI. VACATION PAY

Do you provide the same vacation benefits to outside salespersons as for any other employee? Yes No
If no, what kind of vacation provision do you have, if any, for outside salespersons? _____