



**TechServe Alliance**  
1420 King Street; Alexandria, VA 22314  
703-838-2050  
<http://www.techservealliance.org>

**FOR IMMEDIATE RELEASE**

**Contact:** Dustin Post  
Communications Coordinator  
703-838-2050 x.106  
[post@techservealliance.org](mailto:post@techservealliance.org)

---

## **2016 Sales & Recruiter Metrics Report Released; Highlights Vast Divide in Performance Among Individual AEs & Recruiters**

*Report Highlights Fully 60% of AEs Produce Gross Margin Dollars At or Below Break-Even*

Alexandria, VA, July 14, 2016 – TechServe Alliance released its annual Sales & Recruiter Metrics Report. The report analyzes performance metrics and compensation for Account Executive and Recruiters within the IT & Engineering Staffing and Solutions Industry. Among a myriad of other metrics, the report highlights that fully 60% of AEs produce Gross Margin dollars at or below break-even for the median firm. Here are some of the other analyses included in the report:

- An Overview Of The Sales Force
- Distribution Of Sales People By Gross Profit Generated
- The Trend In Performance & Compensation
- The Cumulative Growth Index For Four Sales Force Factors
- Compensation As A Percent Of Gross Profit by Gross Profit Dollars Generated
- The Economics Of Upper-Tier Salespeople
- Selected Profit Drivers For The Sales Force
- The Sales Force Workload
- Actual Performance Versus Goal
- Sales Force Performance Relative To Incentives
- Gross Margin Generation And Compensation
- An Overview Of Recruiters

The report is complimentary to TechServe members who participated in the annual Operating Practices Survey. For those that didn't participate, the report can be purchased and is available to members at a significant discount. You can find further information on how to obtain your copy of the Sales & Recruiter Metrics Report and Operating Practices Report [here](#).

### **ABOUT TechServe Alliance**

TechServe Alliance is the national trade association of the IT & Engineering staffing and solutions industry. Hundreds of IT & Engineering staffing and solutions firms and tens of thousands of affiliated professionals, count on TechServe Alliance to keep their leadership informed, engaged and connected. TechServe Alliance serves as the voice of the industry before the policymakers and the national and trade press. By providing access to the knowledge and best practices of an entire industry and tapping the "collective scale" of hundreds of companies, TechServe Alliance supports its members in the efficient delivery of best-in-class IT & Engineering staffing and solutions for clients and exceptional professional opportunities for every consultant.