

2012 EDITION

# SellingPower®

SOLUTIONS FOR SALES MANAGEMENT

October/November/December 2012



**Hilti ranked #1...  
Top Manufacturing  
Company to Sell For**

**BEST  
COMPANIES  
TO SELL FOR NOW**



## SELLING POWER'S RESEARCH TEAM IDENTIFIES COMPANIES WITH THE MOST TO OFFER SALESPEOPLE

For the twelfth year, the corporate research team at Selling Power has identified and ranked the best companies to sell for among the largest sales forces in the United States.

Our focus primarily remains on companies with sales forces of 500 or more salespeople. An extensive questionnaire was sent to top sales executives, training managers, and human resources managers to request key data important to prospective employees looking to enter the sales profession. In addition, independent research added to the information database.

Each year we examine the data, focusing on three key categories: compensation, training, and career mobility. Companies that are unable to verify vital details within each category are excluded from the ranking.

Within the category of compensation, the corporate research team looks at average starting salaries, incentive pay plans, availability of company cars, and other benefit packages, such as health and wellness.

In the area of training, we examine the time companies invest in both initial selling-skills training and product knowledge training programs. To assess the

issues of career mobility, we look at such essential details as frequency of performance reviews, turnover in the sales force, and the number of people promoted from the sales ranks each year.

Next, all information is compiled, ana-

lyzed, and scored in order to maintain complete confidentiality for each company's data. Each company is given an overall score in the three categories and compared in two general industries: manufacturing and service. Selling Power ranks the top 25 manufacturing companies and the top 25 service companies to complete our list of the top 50 companies to sell for now.

The 50 Best Companies to Sell for Now list represents a wide variety of subindustries, including software/systems, food/beverage, health, construction, information/communications, hospitality, transportation, and financial services.

As expected, our detailed rating system placed the top companies extremely close, with 23 manufacturing companies and 21 service companies tied with other companies in the rankings. In these instances, the companies were placed in alphabetical order.

The ranking spread remained fairly consistent in both the manufacturing and service industries when compared to last year. Anyone entering the sales field should begin his or her effort by taking a good look at these top companies.

— SELLING POWER EDITORS

**50**  
**BEST**  
**COMPANIES**  
**TO SELL FOR NOW**



## The 25 Best Manufacturing Companies to Sell for Now

RANK	COMPANY	COMPENSATION PACKAGE	TRAINING	CAREER MOBILITY	TOTAL POINTS
1	Hilti	44	17	18	79
2	Forest Laboratories	44	16	18	78
3	3M	43	15	18	76
4	Hormel Foods	41	17	18	76
5	Nalco	44	15	17	76
6	Reynolds and Reynolds	42	16	18	76
7	Shaw Industries	42	16	18	76
8	Xerox	42	16	18	76
9	Ecolab	44	14	17	75
10	Microsoft	41	17	17	75
11	Parker Hannifin	43	15	17	75
12	Sanofi-Aventis	43	15	17	75
13	Johnson Controls	42	15	17	74
14	Thermo Fisher Scientific	43	14	17	74
15	Watson Pharmaceuticals	43	14	17	74
16	Georgia-Pacific	43	15	15	73
17	International Business Machines	41	16	16	73
18	Oracle	42	14	17	73
19	Clayton Homes	42	13	17	72
20	EMC	41	14	17	72
21	Abbott Laboratories	39	14	16	69
22	International Paper	39	14	16	69
23	Cisco Systems	38	14	16	68
24	Dell	37	14	17	68
25	DENTSPLY International	38	14	16	68

### Hilti

COMPANY HIGHLIGHTS	
<b>COMPENSATION</b>	
Salary	10
Incentive pay	9
Pension	8
Health	8
Company car	9
Total compensation	44
<b>TRAINING</b>	
Product knowledge	9
Selling skills	8
Total training	17
<b>CAREER MOBILITY</b>	
Performance reviews	9
Turnover/promotions	9
Total career mobility	18
<b>TOTAL POINT SCORE</b>	79

### The 10 Largest Sales Forces of the Best-Rated Manufacturing Companies

RANK	COMPANY	NUMBER OF SALESPeOPLE	WORLDWIDE EMPLOYEES	ANNUAL SALES (\$ MILLIONS)	50 BEST RANKING
1	Microsoft	16,000	90,000	\$69,943	10
2	Xerox	15,000	139,700	\$22,626	8
3	Cisco Systems	14,000	71,825	\$43,218	23
4	International Business Machines	14,000	433,362	\$106,916	17
5	Oracle	11,445	108,000	\$35,622	18
6	Ecolab	9,900	40,231	\$11,300	9
7	Parker Hannifin	8,600	58,400	\$12,346	11
8	Georgia-Pacific	6,000	40,000	\$17,940	16
9	Nalco	5,500	12,495	\$4,251	5
10	Abbott Laboratories	5,000	91,000	\$38,851	21