

SALARY BENCHMARKING REPORT

Produced by
Oscar Associates
UK

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EXECUTIVE SUMMARY

The UK sales market remains highly competitive, with sustained demand across revenue-generating talent. Given the competitive landscape of the tech industry and increasing PE pressures, many employers are looking for ready made professionals who bring a vertical experience, transferable sales qualifications and can hit the ground running.

London continues to lead on base salary, especially for Enterprise Account Executives, Sales Engineering, Partnerships, and Sales Leadership. Given the competitive landscape of the tech industry and increasing PE pressures, many employers are looking for ready made professionals who bring a vertical experience, transferable sales qualifications and can hit the ground running.

While this report focuses on base salary only, it's important to note that variable compensation (OTE) can significantly increase total earnings and varies widely by role, segment, and deal complexity. The benchmarks in this report provide a clear view of London vs rest of UK base salary expectations across the core sales specialisms shaping hiring decisions in 2025-2026.

SALARY GUIDE - SAAS / LEAD GEN

JOB TITLE	LONDON	REST OF UK
Sales Development Representative	<p>Typical: £36K - £44K</p> <p>Median: £40K</p> <p>Top-End: £48K</p>	<p>Typical: £32K - £39K</p> <p>Median: £35K</p> <p>Top-End: £42K</p>
Business Development Representative	<p>Typical: £36K - £44K</p> <p>Median: £40K</p> <p>Top-End: £48K</p>	<p>Typical: £32K - £39K</p> <p>Median: £35K</p> <p>Top-End: £42K</p>
Senior SDR	<p>Typical: £41K - £50K</p> <p>Median: £45K</p> <p>Top-End: £54K</p>	<p>Typical: £36K - £44K</p> <p>Median: £40K</p> <p>Top-End: £48K</p>
Senior BDR	<p>Typical: £41K - £50K</p> <p>Median: £45K</p> <p>Top-End: £54K</p>	<p>Typical: £36K - £44K</p> <p>Median: £40K</p> <p>Top-End: £48K</p>

SALARY GUIDE - SAAS ACCOUNT EXECUTIVES

JOB TITLE	LONDON	REST OF UK
Account Executive (Mid-Market)	Typical: £59K - £72K Median: £65K Top-End: £78K	Typical: £54K - £66K Median: £60K Top-End: £72K
Account Executive (Enterprise)	Typical: £81K - £99K Median: £90K Top-End: £108K	Typical: £72K - £88K Median: £80K Top-End: £96K
Strategic Account Executive	Typical: £90K - £110K Median: £100K Top-End: £120K	Typical: £81K - £99K Median: £90K Top-End: £108K
New Business Account Executive	Typical: £63K - £77K Median: £70K Top-End: £84K	Typical: £59K - £72K Median: £65K Top-End: £78K

SALARY GUIDE - SAAS CUSTOMER SUCCESS & ACCOUNT MANAGEMENT

JOB TITLE	LONDON	REST OF UK
Account Manager (Saas / Strategic)	<p>Typical: £59K - £72K</p> <p>Median: £65K</p> <p>Top-End: £78K</p>	<p>Typical: £54K - £66K</p> <p>Median: £60K</p> <p>Top-End: £72K</p>
Account Director	<p>Typical: £81K - £99K</p> <p>Median: £90K</p> <p>Top-End: £108K</p>	<p>Typical: £72K - £88K</p> <p>Median: £80K</p> <p>Top-End: £96K</p>
Customer Success Manager	<p>Typical: £50K - £61K</p> <p>Median: £55K</p> <p>Top-End: £66K</p>	<p>Typical: £45K - £55K</p> <p>Median: £50K</p> <p>Top-End: £60K</p>
Senior Customer Success Manager	<p>Typical: £59K - £72K</p> <p>Median: £65K</p> <p>Top-End: £78K</p>	<p>Typical: £54K - £66K</p> <p>Median: £60K</p> <p>Top-End: £72K</p>

SALARY GUIDE - SAAS CUSTOMER SUCCESS & ACCOUNT MANAGEMENT

JOB TITLE	LONDON	REST OF UK
Key Account Manager	<p>Typical: £68K - £83K</p> <p>Median: £75K</p> <p>Top-End: £90K</p>	<p>Typical: £59K - £72K</p> <p>Median: £65K</p> <p>Top-End: £78K</p>
Customer Success Director	<p>Typical: £90K - £110K</p> <p>Median: £100K</p> <p>Top-End: £120K</p>	<p>Typical: £81K - £99K</p> <p>Median: £90K</p> <p>Top-End: £108K</p>

SALARY GUIDE - INDUSTRY BUSINESS DEVELOPMENT

JOB TITLE	LONDON	REST OF UK
Junior BDM	<p>Typical: £68K - £83K</p> <p>Median: £75K</p> <p>Top-End: £90K</p>	<p>Typical: £59K - £72K</p> <p>Median: £65K</p> <p>Top-End: £78K</p>
Mid-Market / Regional BDM	<p>Typical: £90K - £110K</p> <p>Median: £100K</p> <p>Top-End: £120K</p>	<p>Typical: £81K - £99K</p> <p>Median: £90K</p> <p>Top-End: £108K</p>
Enterprise / National BDM	<p>Typical: £86K - £105K</p> <p>Median: £95K</p> <p>Top-End: £114K</p>	<p>Typical: £77K - £94K</p> <p>Median: £85K</p> <p>Top-End: £102K</p>
Business Development Director	<p>Typical: £108K - £132K</p> <p>Median: £120K</p> <p>Top-End: £144K</p>	<p>Typical: £99K - £121K</p> <p>Median: £110K</p> <p>Top-End: £132K</p>

SALARY GUIDE - CHANNEL, PARTNERSHIPS & ALLIANCES

JOB TITLE	LONDON	REST OF UK
Partner Manager / Channel Manager	<p>Typical: £63K - £77K</p> <p>Median: £70K</p> <p>Top-End: £84K</p>	<p>Typical: £59K - £72K</p> <p>Median: £65K</p> <p>Top-End: £78K</p>
Senior Partner Manager	<p>Typical: £77K - £94K</p> <p>Median: £85K</p> <p>Top-End: £102K</p>	<p>Typical: £68K - £83K</p> <p>Median: £75K</p> <p>Top-End: £90K</p>
Partnerships Director	<p>Typical: £99K - £121K</p> <p>Median: £100K</p> <p>Top-End: £132K</p>	<p>Typical: £90K - £110K</p> <p>Median: £100K</p> <p>Top-End: £120K</p>

SALARY GUIDE - SALES ENGINEERING & TECHNICAL PRE-SALES

JOB TITLE	LONDON	REST OF UK
Sales Engineer	<p>Typical: £72K - £88K</p> <p>Median: £80K</p> <p>Top-End: £96K</p>	<p>Typical: £63K - £77K</p> <p>Median: £70K</p> <p>Top-End: £84K</p>
Solutions Consultant / Pre-Sales Consultant	<p>Typical: £68K - £83K</p> <p>Median: £75K</p> <p>Top-End: £90K</p>	<p>Typical: £59K - £72K</p> <p>Median: £65K</p> <p>Top-End: £78K</p>
Senior Sales Engineer	<p>Typical: £81K - £99K</p> <p>Median: £90K</p> <p>Top-End: £108K</p>	<p>Typical: £72K - £88K</p> <p>Median: £80K</p> <p>Top-End: £96K</p>
Head of Pre-Sales	<p>Typical: £99K - £121K</p> <p>Median: £110K</p> <p>Top-End: £132K</p>	<p>Typical: £90K - £110K</p> <p>Median: £100K</p> <p>Top-End: £120K</p>

SALARY GUIDE - REVOPS

JOB TITLE	LONDON	REST OF UK
Revenue Operations Analyst	Typical: £54K - £66K Median: £60K Top-End: £72K	Typical: £50K - £61K Median: £55K Top-End: £66K
Revenue Operations Manager	Typical: £77K - £94K Median: £85K Top-End: £102K	Typical: £68K - £83K Median: £75K Top-End: £90K
Head of Revenue Operations	Typical: £99K - £121K Median: £110K Top-End: £132K	Typical: £90K - £110K Median: £100K Top-End: £120K
Outside Council / Industry Expert	Typical: £750 - £950 per day Median: £850 per day Top-End: £1,050 per day	Typical: £650 - £850 per day Median: £750 per day Top-End: £950 per day

GET IN TOUCH

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If you need a more bespoke report creating, get in touch, and we would be more than happy to assist.