

State of Sales Talent Data & Compensation Benchmarking for Software Companies

September 16th, 2026



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Strive

Access the full recording of the session here:

<https://youtu.be/X46SH3WTMM8>

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Strive build world-class go-to-market teams for some of the most disruptive, Venture Capital Backed tech companies, all over the world.

Our team has successfully hired for some of the hottest vendors across the US and EMEA, backed by the likes of Sequoia, Insight Partners, A16Z, Accel, Index, Intel, SFV, GV, Craft, Boldstart, NEA, CRV... the list goes on.

Strive don't just place people, they build entire teams.

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REPVUE

RepVue is the world's largest sales organisation ratings platform.

250,000+ B2B sales reps share real data on quota attainment, earnings and what it's actually like to sell somewhere, which makes it one of the few honest views of the sales talent market we have.

[Learn more here!](#)

SECTION No: /01

Upcoming Events

/01

VENT VIRTUAL EVENT VIRTUAL EVENT VIRTUAL EVENT VIRTUAL EVENT

THURSDAY 8th OCTOBER 12pm - 1pm EST

From ATS to Insight: One Dashboard for Your Whole Pipeline

With Maggie Fish,
Director of Recruiting
at Grafana Labs

**The
Launch
Collective**
GTM talent community

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Register here:

<https://luma.com/tp6i1vnf>

SECTION No: /02

Today's Guest Speaker

/02

Thank you to our Guest Speaker!



Ryan Walsh

Founder & CEO

at

RepVue

Quota Attainment Insights

Consistent quota attainment for tech salespeople hovers around 42%, a norm over the past five years.

Sales Culture Impact

The correlation between leadership sentiment and AE quota attainment is crucial; fostering a performance-driven culture is key to achieving sales success and rewarding top performers.

AI Job Matching

RepVue's upcoming AI job matching feature utilizes proprietary data to score candidates effectively, enhancing recruitment strategies and providing valuable intent signals for improved hiring outcomes.

Unlocking Data Insights

Enhanced Querying

The new MCP feature allows users to query RepVue data directly, providing a more in-depth analysis and tailored insights for competitive benchmarking and strategic decision-making.

AI Integration

The MCP leverages AI tools like Claude and ChatGPT, enhancing user experience by facilitating data interaction and empowering recruiters to make data-driven decisions seamlessly.

Custom Dashboards

Users can build personalized dashboards and artifacts, utilizing live data to track talent competition, attrition rates, and headcount growth effectively for informed recruiting strategies.

Competitive Analysis

With detailed competitor profiling, users can access valuable insights on compensation benchmarks and sentiment analysis, helping shape their outreach strategies against rivals effectively.

Q&A Insights

Sentiment Signals

Trended sentiment scores provide insights on compensation, culture, and lead flow trends.

Enterprise OTEs

Competitive companies are seeing enterprise OTEs surpassing \$300k for strategic sales roles.

Ratings Validity

Recent ratings are crucial, as older entries typically age out after three years.

Data Coverage

The data encompasses various roles, including account management and pre-sales positions.

Benchmarking Small Companies

Smaller firms can still benchmark against larger datasets despite having few ratings.