

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

# SellingPower®

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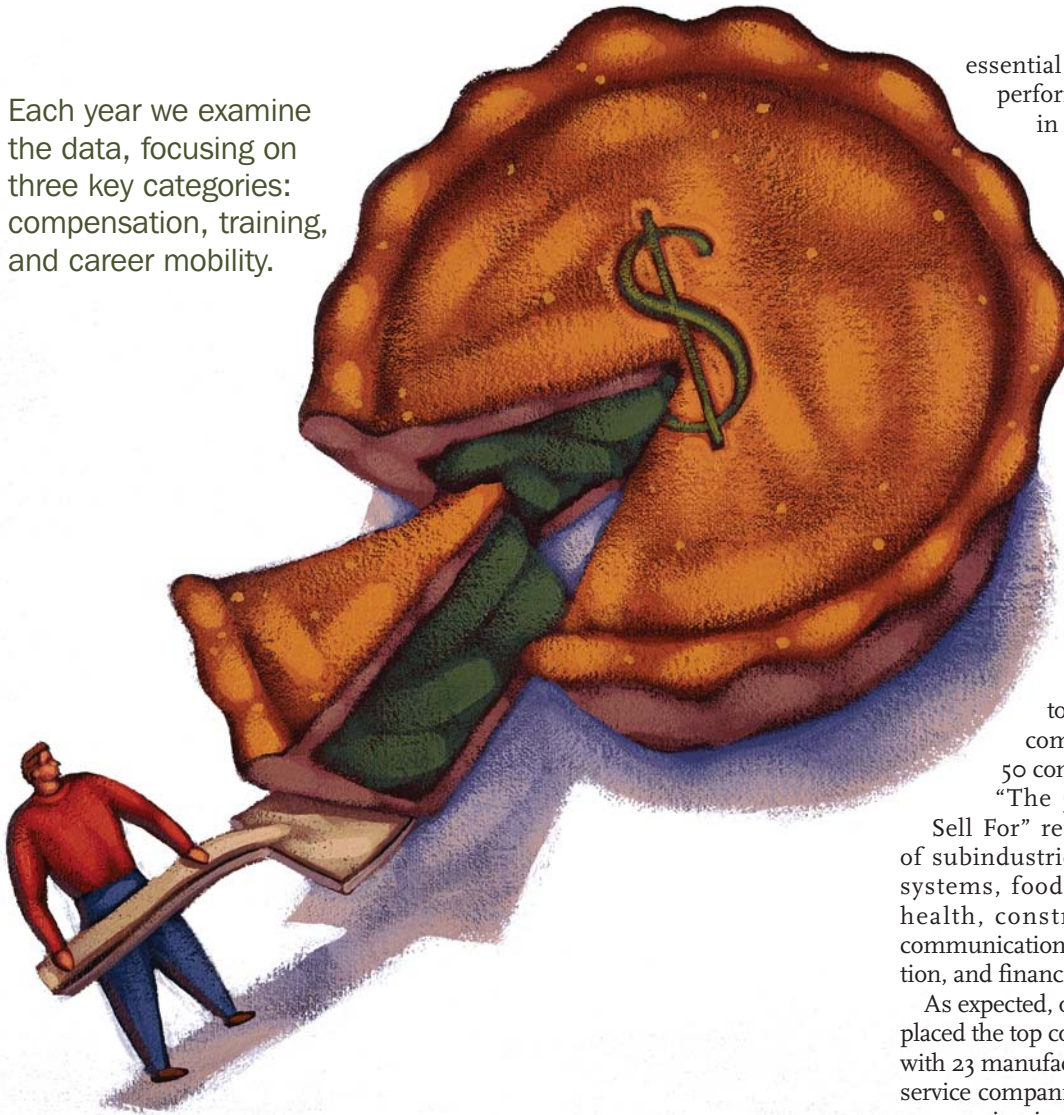
## The 50 Best Companies to Sell For

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essential details as frequency of performance reviews, turnover in the sales force, and the number of people promoted each year from the sales ranks.

Next, all information is compiled, analyzed, 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 to other selected companies 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.

"The 50 Best Companies to Sell For" represents a wide variety of subindustries, including software/systems, food/beverage, household, 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 23 service companies tied with one or more 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 their efforts by taking a good look at these top companies to sell for.

— SELLING POWER EDITORS  
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For the eighth year, the corporate research team at *Selling Power* has identified and ranked among the largest US sales forces the best companies to sell for in the United States.

The focus has remained primarily on companies with sales forces of 500 or more salespeople. An extensive survey was sent to the top sales executives, training managers, and HR 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 were unable to verify vital details within each category were 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

# research report

## The 25 Best Manufacturing Companies to Sell For

RANK	COMPANY	COMPENSATION PACKAGE	TRAINING	CAREER MOBILITY	TOTAL POINTS
1	Hoffmann-La Roche	44	16	17	77
2	3M	43	15	18	76
3	Forest Laboratories	43	15	18	76
4	Nalco	44	15	17	76
5	Shaw Industries	42	16	18	76
6	Tellabs	43	16	17	76
7	Xerox	42	16	18	76
8	Ecolab	44	14	17	75
9	Hilti	42	15	18	75
10	Microsoft	41	17	17	75
11	Sanofi-Aventis	43	15	17	75
12	Johnson Controls	42	15	17	74
13	Watson Pharmaceuticals	43	14	17	74
14	Georgia-Pacific Group	43	15	15	73
15	International Business Machines	41	16	16	73
16	Millipore	43	13	17	73
17	Oracle	42	14	17	73
18	Clayton Homes	42	13	17	72
19	EMC	41	14	17	72
20	Hormel Foods	38	16	17	71
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

### #1 Hoffmann-La Roche

COMPANY HIGHLIGHTS	
<b>COMPENSATION</b>	
Salary	10
Incentive Pay	9
Pension	9
Health	7
Company Car	9
<b>Total</b>	<b>44</b>
<b>TRAINING</b>	
Product Knowledge	8
Selling Skills	8
<b>Total</b>	<b>16</b>
<b>CAREER MOBILITY</b>	
Performance Reviews	8
Turnover/Promotions	9
<b>Total Career Mobility</b>	<b>17</b>
<b>TOTAL POINT SCORE:</b>	<b>77</b>

### 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	79,000	\$51,122	10
2	Xerox	15,000	57,500	\$17,200	7
3	Cisco Systems	14,000	49,926	\$34,922	23
4	International Business Machines	14,000	426,969	\$98,786	15
5	Oracle	11,445	74,674	\$22,430	17
6	Ecolab	7,305	26,000	\$5,470	8
7	Georgia-Pacific Group	6,000	80,000	\$98,000	14
8	Dell	5,000	88,200	\$61,133	24
9	EMC	5,000	37,700	\$13,230	19
10	Sanofi-Aventis	4,200	99,495	\$43,019	11

## The 25 Best Service Companies to Sell For

RANK	COMPANY	COMPENSATION PACKAGE	TRAINING	CAREER MOBILITY	TOTAL POINTS
1	Heartland Payment Systems	45	14	18	77
2	ABF Freight System	42	16	18	76
3	Applied Industrial Technologies	44	14	18	76
4	Roadway	44	16	16	76
5	FedEx	42	15	18	75
6	Iron Mountain	43	14	18	75
7	United States Postal Service	44	14	17	75
8	Cintas	42	15	17	74
9	IKON Office Solutions	41	16	17	74
10	ALLTEL	41	13	19	73
11	Aramark	41	15	17	73
12	Lawson Products	42	14	17	73
13	Orkin	43	14	16	73
14	CareerBuilder	42	13	17	72
15	Northwestern Mutual	40	15	17	72
16	United Parcel Service	41	14	17	72
17	Yellow Book USA	41	13	18	72
18	CDW	39	14	18	71
19	Google	41	14	16	71
20	InfoUSA	42	13	16	71
21	Insight Enterprises	38	14	19	71
22	Monster Worldwide	42	12	17	71
23	Marriott International	39	15	16	70
24	CA	41	12	16	69
25	Sprint	39	13	17	69

### #1 Heartland Payment Systems

COMPANY HIGHLIGHTS	
<b>COMPENSATION</b>	
Salary	10
Incentive Pay	9
Pension	9
Health	9
Company Car	8
<b>Total</b>	<b>45</b>
<b>TRAINING</b>	
Product Knowledge	7
Selling Skills	7
<b>Total</b>	<b>14</b>
<b>CAREER MOBILITY</b>	
Performance Reviews	9
Turnover/Promotions	9
<b>Total</b>	<b>18</b>
<b>TOTAL POINT SCORE:</b>	<b>77</b>

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

RANK	COMPANY	NUMBER OF SALESPeOPLE	WORLDWIDE EMPLOYEES	ANNUAL SALES (\$ MILLIONS)	50 BEST RANKING
1	Sprint	9,000	60,000	\$40,146	25
2	Marriott International	8,500	151,000	\$12,990	23
3	Northwestern Mutual	7,700	4,800	\$21,355	15
4	Yellow Book USA	5,953	8,000	\$1,932	17
5	CA	5,100	14,500	\$3,943	24
6	IKON Office Solutions	5,000	15,000	\$4,168	9
7	United Parcel Service	3,900	425,300	\$49,692	16
8	Cintas	3,000	34,000	\$3,706	8
9	CDW	2,500	5,500	\$6,785	18
10	Applied Industrial Technologies	2,344	4,649	\$2,000	3

## The 50 Best Companies to Sell For

### Manufacturing

#### 3M

3M Center  
St. Paul, MN 55144-1000  
651/733-1110  
www.mmm.com

#### Abbott Laboratories

100 Abbott Park Rd.  
Abbott Park, IL 60064-6400  
847/937-6100  
www.abbott.com

#### Cisco Systems

170 W. Tasman Dr.  
San Jose, CA 95134  
408/526-4000  
www.cisco.com

#### Clayton Homes

500 Alcoa Tr.  
Maryville, TN 37804  
865/380-3000  
www.clayton.net

#### Dell

One Dell Way  
Round Rock, TX 78682-2222  
512/338-4400  
www.dell.com

#### DENTSPLY International

221 W. Philadelphia St.  
York, PA 17405-0872  
717/845-7511  
www.dentsply.com

#### Ecolab

370 N. Wabasha St.  
St. Paul, MN 55102-2233  
651/293-2233  
www.ecolab.com

#### EMC

176 South St.  
Hopkinton, MA 01748  
508/435-1000  
www.emc.com

#### Forest Laboratories

909 Third Ave.  
New York, NY 10022-4731  
212/421-7850  
www.fx.com

#### Georgia-Pacific Group

133 Peachtree St. NE  
Atlanta, GA 30303  
404/652-4000  
www.gp.com

#### Hilti

5400 S. 122nd East Ave.  
Tulsa, OK 74146  
866/445-8827  
www.hilti.com

#### Hoffman-La Roche

340 Kingsland St.  
Nutley, NJ 07110  
973/235-5000  
www.rocheusa.com

#### Hormel Foods

One Hormel Pl.  
Austin, MN 55912-3680  
507/437-5611  
www.hormel.com

#### International Business Machines

New Orchard Rd.  
Armonk, NY 10504  
914/499-1900  
www.ibm.com

#### International Paper

6400 Poplar Ave.  
Memphis, TN 38197  
901/419-9000  
www.ipaper.com

#### Johnson Controls

5757 N. Green Bay Ave.  
Milwaukee, WI 53201  
414/524-1200  
www.johnsoncontrols.com

#### Microsoft

One Microsoft Way  
Redmond, WA 98052-6399  
425/882-8080  
www.microsoft.com

#### Millipore

290 Concord Rd.  
Billerica, MA 01821  
978/715-4321  
www.millipore.com

#### Nalco

1601 W. Diehl Rd.  
Naperville, IL 60563-1198  
630/305-1000  
www.novell.com

#### Oracle

500 Oracle Pkwy.  
Redwood Shores, CA 94065  
650/506-7000  
www.oracle.com

#### Sanofi-Aventis

300 Somerset Corporate Blvd.  
Bridgewater, NJ 08807-2854  
908/231-4000  
www.sanofi-aventis.us

#### Shaw Industries

616 E. Walnut Ave.  
Dalton, GA 30722-2128  
800/441-7429  
www.shawfloors.com

#### Tellabs

One Tellabs Center  
1415 W. Diehl Rd.  
Naperville, IL 60563  
630/798-8800  
www.tellabs.com

#### Watson Pharmaceuticals

311 Bonnie Cir.  
Corona, CA 92880-2882  
901/493-5300  
www.watson.com

#### Xerox

800 Long Ridge Rd.  
Stamford, CT 06904-1600  
203/968-3000  
www.xerox.com

### Service

#### ABF Freight System

3801 Old Greenwood Rd.  
Fort Smith, AR 72903  
479/785-8900  
www.abf.com

#### ALLTEL

One Allied Dr.  
Little Rock, AR 72202  
501/905-8000  
www.alltel.com

#### Applied Industrial Technologies

One Applied Plaza  
Cleveland, OH 44115  
216/426-4000  
www.applied.com

#### Aramark

Aramark Tower  
1101 Market St.  
Philadelphia, PA 19107-2988  
215/238-3000  
www.aramark.com

#### CA

One Computer Associates Plz.  
Islandia, NY 11749  
631/342-6000  
www.ca.com

#### CareerBuilder

200 N. LaSalle St., Ste. 1100  
Chicago, IL 60601  
773/527-3600  
www.careerbuilder.com

#### CDW

200 N. Milwaukee Ave.  
Vernon Hills, IL 60061  
847/465-6000  
www.cdw.com

#### Cintas

6800 Cintas Blvd.  
Cincinnati, OH 45262-5737  
513/459-1200  
www.cintas.com

#### FedEx

942 S. Shady Grove Rd.  
Memphis, TN 38120  
901/818-7500  
www.fedex.com

#### Google

1600 Amphitheatre Pkwy.  
Mountain View, CA 94043  
650/623-4000  
www.google.com

#### Heartland Payment Systems

90 Nassau St.  
Princeton, NJ 08542  
609/683-3831  
www.heartlandpayment  
systems.com

#### IKON Office Solutions

70 Valley Stream Parkway  
Malvern, PA 19355-1407  
610/296-8000  
www.ikon.com

#### InfoUSA

5711 S. 86th Circle  
Omaha, NE 68127  
402/593-4500  
www.infousa.com

#### Insight Enterprises

1305 W. Auto Dr.  
Tempe, AZ 85284  
480/902-1001  
www.insight.com

#### Iron Mountain

745 Atlantic Ave.  
Boston, MA 02111  
617/535-4766  
www.ironmountain.com

#### Lawson Products

1666 E. Touhy Ave.  
Des Plaines, IL 60018  
847/827-9666  
www.lawsonproducts.com

#### Marriott International

One Marriott Dr.  
Washington, DC 20058  
301/380-3000  
www.marriott.com

#### Monster Worldwide

622 3rd Ave., 39th Fl.  
New York, NY 10017  
212/351-7000  
www.monsterworldwide.com

#### Northwestern Mutual

720 E. Wisconsin Ave.  
Milwaukee, WI 53202-4797  
414/271-1444  
www.northwesternmutual.com

#### Orkin

2170 Piedmont Rd. NE  
Atlanta, GA 30324  
404/888-2000  
www.orkin.com

#### Roadway

1077 Gorge Blvd.  
Akron, OH 44309  
330/384-1717  
www.roadway.com

#### Sprint

2001 Edmund Halley Dr.  
Reston, VA 20191  
703/433-4000  
www.sprint.com

#### United Parcel Service

55 Glenlake Pkwy. NE  
Atlanta, GA 30328  
404/828-6000  
www.ups.com

#### United States Postal Service

475 L'Enfant Plaza SW  
Washington, DC 20260-0010  
202/268-2500  
www.usps.com

#### Yellow Book USA

2560 Renaissance Blvd.  
King of Prussia, PA 19406  
610/731-2500  
www.yellowbook.com