

SellingPower

SOLUTIONS FOR SALES MANAGEMENT

November/December 2009



BEST

COMPANIES

TO SELL FOR NOW



Selling Power's research team identifies companies with the most to offer salespeople

For the ninth 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.

The focus primarily remained 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 supplemented our data.

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.

Within the category of compensation, the corporate research team looks at average starting salaries, incentive pay plans, availability of company cars, and other benefits 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 issue of career mobility, we look at such essential details as frequency of per-

formance 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 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 the 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 24 manufacturing companies and 23 service companies tied 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 job-hunting efforts by tak-

ing a good look at these top companies to sell for.

— SELLING POWER EDITORS

50 BEST COMPANIES TO SELL FOR NOW



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	Reynolds and Reynolds	42	16	18	76
6	Shaw Industries	42	16	18	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	Parker Hannifin	43	15	17	75
12	Sanofi-Aventis	43	15	17	75
13	Hormel Foods	42	14	18	74
14	Johnson Controls	42	15	17	74
15	Watson Pharmaceuticals	43	14	17	74
16	Georgia-Pacific Group	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

Hoffmann-La Roche

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

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	91,000	\$60,420	10
2	Xerox	15,000	54,700	\$17,608	7
3	Cisco Systems	14,000	66,129	\$39,540	23
4	International Business Machines	14,000	398,455	\$103,630	17
5	Oracle	11,445	84,233	\$22,430	18
6	Parker Hannifin	8,600	61,722	\$12,146	11
7	Ecolab	7,305	26,000	\$6,138	8
8	Georgia-Pacific Group	6,000	50,000	\$98,000	16
9	Dell	5,000	78,900	\$61,101	24
10	EMC	5,000	42,100	\$14,876	20



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	CA	41	16	18	75
6	FedEx	42	15	18	75
7	Iron Mountain	43	14	18	75
8	United States Postal Service	44	14	17	75
9	Cintas	42	15	17	74
10	IKON Office Solutions	41	16	17	74
11	ALLTEL	41	13	19	73
12	Aramark	41	15	17	73
13	First Data	39	16	18	73
14	Lawson Products	42	14	17	73
15	CareerBuilder	42	13	17	72
16	Northwestern Mutual	40	15	17	72
17	UniFirst	41	14	17	72
18	Yellow Book USA	41	13	18	72
19	CDW	39	14	18	71
20	Google	41	14	16	71
21	InfoUSA	42	13	16	71
22	Insight Enterprises	38	14	19	71
23	Graybar Electric	40	12	18	70
24	Marriott International	39	15	16	70
25	Sprint	39	13	17	69

Heartland Payment Systems

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

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	56,000	\$35,635	25
2	Marriott International	8,500	146,000	\$12,879	24
3	Northwestern Mutual	7,700	5,000	\$21,923	16
4	Yellow Book USA	5,953	14,642	\$3,577	18
5	CA	5,100	13,200	\$4,271	5
6	IKON Office Solutions	5,000	15,000	\$4,168	10
7	Cintas	3,000	34,000	\$3,938	9
8	CDW	2,500	6,900	\$8,100	19
9	Applied Industrial Technologies	2,462	4,831	\$2,100	3
10	Google	2,325	20,222	\$21,796	20

The 50 Best Companies to Sell For Directory

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**
5000 Clayton Rd.
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
1-800-879-8000
www.us.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
- Nalco**
1601 W. Diehl Rd.
Naperville, IL 60563-1198
630/305-1000
www.nalco.com
- Oracle**
500 Oracle Pkwy.
Redwood Shores, CA 94065
650/506-7000
www.oracle.com
- Parker Hannifin**
6035 Parkland Blvd.
Cleveland, OH 44124-4141
216/896-3000
www.parker.com
- Reynolds and Reynolds**
One Reynolds Way
Dayton, OH 45430
937/485-2000
www.reyrey.com
- Sanofi-Aventis**
55 Corporate Dr.
Bridgewater, NJ 08807-2854
908/231-4000
www.sanofi-aventis.us
- Shaw Industries**
616 E. Walnut Ave.
Dalton, GA 30722-2128
706/278-3812
www.shawinc.com
- Watson Pharmaceuticals**
311 Bonnie Cr.
Corona, CA 92880-2882
901/493-5300
www.watsonpharm.com
- Xerox**
45 Glover Ave.
Norwalk, CT 06856
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 Plz.
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**
300 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-corp.com
- FedEx**
42 S. Shady Grove Rd.
Memphis, TN 38120
901/818-7500
www.fedex.com
- First Data**
6200 S. Quebec St.
Greenwood Village, CO 80111
303/967-8000
www.firstdatacorp.com
- Google**
1600 Amphitheatre Pkwy.
Mountain View, CA 94043
650/623-4000
www.google.com
- Graybar Electric**
34 N. Meramec Ave.
St. Louis, MO 63105
314/573-9200
www.graybar.com
- Heartland Payment Systems**
90 Nassau St.
Princeton, NJ 08542
609/683-3831
www.heartlandpaymentsystems.com
- IKON Office Solutions**
70 Valley Stream Pkwy.
Malvern, PA 19355-1407
610/296-8000
www.ikon.com
- InfoUSA**
5711 S. 86th Cir.
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
- Northwestern Mutual**
720 E. Wisconsin Ave.
Milwaukee, WI 53202-4797
414/271-1444
www.northwesternmutual.com
- Roadway**
10990 Roe Ave.
Overland Park, KS 66211
913/696-6100
www.roadway.com
- Sprint**
2001 Edmund Halley Dr.
Reston, VA 20191
703/433-4000
www.sprint.com
- UniFirst**
68 Jonspin Rd.
Wilmington, MA 01887-1086
978/658-8888
www.unifirst.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