

2010 EDITION

SellingPower[®]

SOLUTIONS FOR SALES MANAGEMENT

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500
BEST
COMPANIES
TO SELL FOR NOW



Selling Power's Research Team Identifies Companies with the Most to Offer Salespeople

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

The focus primarily remains on companies with sales forces of 500 or more salespeople. An extensive questionnaire 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 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

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 each year from the sales ranks.

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 to the 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 represent 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 to one another, with 24 manufacturing companies and 22 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 compared to last year. Anyone entering the sales field should begin his or her efforts by taking a good look at these top companies to sell for.

— SELLING POWER EDITORS

50
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The 25 Best **Manufacturing** Companies to Sell For

RANK	COMPANY	COMPENSATION PACKAGE	TRAINING	CAREER MOBILITY	TOTAL POINTS
1	Hilti	43	16	18	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	Microsoft	41	17	17	75
10	Parker Hannifin	43	15	17	75
11	Sanofi-Aventis	43	15	17	75
12	Hormel Foods	42	14	18	74
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 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

Hilti

COMPANY HIGHLIGHTS	
COMPENSATION	
Salary	9
Incentive Pay	9
Pension	8
Health	8
Company Car	9
Total Compensation	43
TRAINING	
Product Knowledge	8
Selling Skills	8
Total Training	16
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 **Manufacturing** Companies

RANK	COMPANY	NUMBER OF SALESPEOPLE	WORLDWIDE EMPLOYEES	ANNUAL SALES (\$ MILLIONS)	50 BEST RANKING
1	Microsoft	16,000	89,000	\$62,484	9
2	Xerox	15,000	53,600	\$15,179	7
3	Cisco Systems	14,000	65,550	\$36,117	23
4	International Business Machines	14,000	399,409	\$95,758	17
5	Oracle	11,445	105,000	\$26,820	18
6	Parker Hannifin	8,600	51,639	\$9,993	10
7	Ecolab	7,305	25,931	\$5,901	8
8	Georgia-Pacific Group	6,000	45,000	\$12,584	16
9	Nalco	5,500	11,590	\$3,747	4
10	Dell	5,000	96,000	\$52,902	24



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	CA	41	16	18	75
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	First Data	39	16	18	73
13	Lawson Products	42	14	17	73
14	CareerBuilder	42	13	17	72
15	Northwestern Mutual	40	15	17	72
16	UniFirst	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	Infogroup	42	13	16	71
21	Insight Enterprises	38	14	19	71
22	Graybar Electric	40	12	18	70
23	Marriott International	39	15	16	70
24	Sprint Nextel	39	13	17	69
25	Barnes Group	41	13	14	68

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 Nextel	9,000	40,000	\$32,260	24
2	Marriott International	8,500	137,000	\$10,908	23
3	Northwestern Mutual	6,350	4,962	\$13,594	15
4	Yellow Book USA	5,953	14,642	\$3,198	17
5	CA	5,100	13,800	\$4,353	4
6	IKON Office Solutions	5,000	25,000	\$4,168	9
7	Cintas	3,000	31,000	\$3,547	8
8	CDW	2,500	6,850	\$8,070	18
9	Applied Industrial Technologies	2,462	4,673	\$1,923	3
10	Google	2,325	19,835	\$23,651	19



The 50 Best Companies to Sell For Directory

Manufacturing

3M 3M Center St. Paul, MN 55144-1000 651/733-1110 www.mmm.com	DENTSPLY International 221 W. Philadelphia St. York, PA 17405-0872 717/845-7511 www.dentsply.com	Hilti 5400 S. 122nd East Ave. Tulsa, OK 74146 1-800-879-8000 www.us.hilti.com	Microsoft One Microsoft Way Redmond, WA 98052-6399 425/882-8080 www.microsoft.com	Sanofi-Aventis 55 Corporate Dr. Bridgewater, NJ 08807-2854 908/231-4000 www.sanofi-aventis.us
Abbott Laboratories 100 Abbott Park Rd. Abbott Park, IL 60064-6400 847/937-6100 www.abbott.com	Ecolab 370 N. Wabasha St. St. Paul, MN 55102-2233 651/293-2233 www.ecolab.com	Hormel Foods One Hormel Pl. Austin, MN 55912 507/437-5611 www.hormel.com	Nalco 1601 W. Diehl Rd. Naperville, IL 60563-1198 630/305-1000 www.nalco.com	Shaw Industries 616 E. Walnut Ave. Dalton, GA 30722-2128 706/278-3812 www.shawinc.com
Cisco Systems 170 W. Tasman Dr. San Jose, CA 95134 408/526-4000 www.cisco.com	EMC 176 South St. Hopkinton, MA 01748 508/435-1000 www.emc.com	International Business Machines New Orchard Rd. Armonk, NY 10504 914/499-1900 www.ibm.com	Oracle 500 Oracle Pkwy. Redwood Shores, CA 94065 650/506-7000 www.oracle.com	Thermo Fisher Scientific 81 Wyman St. Waltham, MA 02454 781/622-1000 www.thermofisher.com
Clayton Homes 5000 Clayton Rd. Maryville, TN 37804 865/380-3000 www.clayton.net	Forest Laboratories 909 Third Ave. New York, NY 10022-4731 212/421-7850 www.fx.com	International Paper 6400 Poplar Ave. Memphis, TN 38197 901/419-9000 www.ipaper.com	Parker Hannifin 6035 Parkland Blvd. Cleveland, OH 44124-4141 216/896-3000 www.parker.com	Watson Pharmaceuticals 311 Bonnie Cr. Corona, CA 92880-2882 901/493-5300 www.watsonpharm.com
Dell One Dell Way Round Rock, TX 78682-2222 512/338-4400 www.dell.com	Georgia-Pacific Group 133 Peachtree St. NE Atlanta, GA 30303 404/652-4000 www.gp.com	Johnson Controls 5757 N. Green Bay Ave. Milwaukee, WI 53201 414/524-1200 www.johnsoncontrols.com	Reynolds and Reynolds One Reynolds Way Dayton, OH 45430 937/485-2000 www.reyrey.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 479/785-8700 www.abf.com	CA One Computer Associates Plz. Islandia, NY 11749 631/342-6000 www.ca.com	First Data 6200 S. Quebec St. Greenwood Village, CO 80111 303/967-8000 www.firstdatacorp.com	Infogroup 5711 S. 86th Circle Omaha, NE 68127 402/593-4500 www.infousa.com	Northwestern Mutual 720 E. Wisconsin Ave. Milwaukee, WI 53202-4797 414/271-1444 www.northwesternmutual.com
ALLTEL One Allied Dr. Little Rock, AR 72202 501/905-8000 www.alltel.com	CareerBuilder 200 N. LaSalle St., Ste. 1100 Chicago, IL 60601 773/527-3600 www.careerbuilder.com	Google 1600 Amphitheatre Pkwy. Mountain View, CA 94043 650/623-4000 www.google.com	Insight Enterprises 1305 W. Auto Dr. Tempe, AZ 85284 480/902-1001 www.insight.com	Sprint Nextel 6200 Sprint Pkwy. Overland Park, KS 66251 913/624-6000 www.sprint.com
Applied Industrial Technologies One Applied Plaza Cleveland, OH 44115 216/426-4000 www.applied.com	CDW 300 N. Milwaukee Ave. Vernon Hills, IL 60061 847/465-6000 www.cdw.com	Graybar Electric 34 N. Meramec Ave. St. Louis, MO 63105 314/573-9200 www.graybar.com	Iron Mountain 745 Atlantic Ave. Boston, MA 02111 617/535-4766 www.ironmountain.com	UniFrist 68 Jonspin Rd. Wilmington, MA 01887-1086 978/658-8888 www.unifrist.com
ARAMARK Aramark Tower, 1101 Market St. Philadelphia, PA 19107-2988 215/238-3000 www.aramark.com	Cintas 6800 Cintas Blvd. Cincinnati, OH 45262-5737 513/459-1200 www.cintas-corp.com	Heartland Payment Systems 90 Nassau St. Princeton, NJ 08542 609/683-3831 www.heartlandpayment systems.com	Lawson Products 1666 E. Touhy Ave. Des Plaines, IL 60018 847/827-9666 www.lawsonproducts.com	United States Postal Service 475 L'Enfant Plaza SW Washington, DC 20260-0010 202/268-2500 www.usps.com
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