



Sales Talent Agency Presents:

# The Q3 2023 Report on The State of Software Sales Talent in Australia.

## THE TALENT LANDSCAPE\*:

**42,462** sales professionals 

**7,408** candidates who switched roles in the past year 

**35,054** true talent supply (42,462 - 7,408)\*\* 

**6,200** open to new opportunities 

**33%** female  | **67%** male 

Average tenure: **1.6** years 

## TOP LOCATIONS:

Sydney | Melbourne | Brisbane | Perth | Adelaide

### SALES TALENT AGENCY INSIGHT:

14.6% of the software sales professionals in Australia are currently open to a new role, compared to 13.4% in Q2 2023. Tech layoffs are still happening because companies are still looking to reduce costs, and people are the number one cost of any software company. On the flipside, employees are also feeling anxious about losing their jobs, so to manage their own risk more are now open to opportunities at companies that are seen as more stable in this environment.

The average tenure hasn't changed since last quarter and is being complicated by the current economic environment. Some companies have to deprioritize things like tenure in the near term as they battle for survival, but once the market stabilizes, it should be reprioritized.

## THE COMPETITIVE LANDSCAPE:

**5,772** open jobs | **1,488** posted in the last 7 days

### BREAKDOWN BY CAREER LEVEL:

#### ENTRY LEVEL:

**18,798** sales professionals  
**15,403** true talent supply\*\*  
**2,900** open to opportunities  
**1,317** job posts

#### MID-SENIOR LEVEL:

**18,443** sales professionals  
**15,118** true talent supply\*\*  
**2,500** open to opportunities  
**3,359** job posts

#### DIRECTOR LEVEL:

**4,312** sales professionals  
**3,805** true talent supply\*\*  
**640** open to opportunities  
**305** job posts

#### EXECUTIVE LEVEL:

**909** sales professionals  
**728** true talent supply\*\*  
**160** open to opportunities  
**70** job posts

### SALES TALENT AGENCY INSIGHT:

The number of open jobs has increased slightly, which could be a positive indicator that the market is shifting. 17.4% of software salespeople in Australia have also changed jobs in the last 12 months, and since they're unlikely to move jobs again soon, they're deducted from the total to find the true supply of talent.

Additionally, the demand for talent at each career level versus the number of candidates open to new opportunities shows you the dynamics of the current market. Although this denotes an employer's market, this could quickly change as the market opens up.

## TOP EMPLOYERS OF THIS TALENT:

Accenture | Gartner | Salesforce | Thyrv Australia | CyberCX | VMware | TikTok | Lightspeed Commerce | Meltwater | Amazon Web Services | AECOM | Oracle

### SALES TALENT AGENCY INSIGHT:

In this challenging economic environment, software sales professionals are prioritizing stability and security. Large companies like Salesforce, Amazon and Accenture are still hiring, despite their layoffs, and will still attract top talent because they're considered more stable than early and growth stage startups. Smaller companies looking to compete should emphasize their stability by showcasing their current momentum, retention of customers and access to capital.

## WHAT SOFTWARE SALES PROFESSIONALS LOOK FOR IN THEIR EMPLOYERS:

-  Opportunities for career growth within the company
-  Flexible work arrangements
-  Excellent compensation and benefits
-  Opportunities to learn new, highly desired skills
-  A collaborative company culture

### SALES TALENT AGENCY INSIGHT:

Companies should prioritize opportunities for career growth and flexible work arrangements if they're looking to hire and retain top software sales talent in Australia. And, they should make sure to emphasize these offerings throughout the interview process to attract the top 10% of candidates.

While excellent compensation and benefits will always be important to salespeople, there's a growing desire for opportunities to learn new skills and a collaborative workplace. Companies that fail to align their offerings with these priorities will be at a competitive disadvantage.