



Sales Talent Agency Presents:

The Q3 2023 Report on The State of Junior Sales Talent in Canada.

THE TALENT LANDSCAPE*:

17,916 sales professionals with 0-2 years of experience 

6,167 candidates who switched roles in the past year 

11,729 true talent supply (17,916 – 6,167)** 

8,300 open to new opportunities 

43% female  | **57%** male 

Average tenure: **.5** years 

TOP LOCATIONS:

Toronto | Vancouver | Montreal | Calgary | Ottawa

SALES TALENT AGENCY INSIGHT:

There are 13.7% more junior candidates open to opportunities than in Q2. This could be due to the time of year, as new graduates enter the market, or it could be a condition of the market as layoffs continue.

There is also a clear tenure problem, where 34.4% candidates have switched roles in the past year. Creating a repeatable, scalable system to consistently make brand-aligned junior hires, and having an elite training and enablement program for those hires with a clear growth path, can help with tenure.

THE COMPETITIVE LANDSCAPE:

32,693 open jobs | **29,540** posted in the last 7 days

STATE OF TOP HIRING LOCATIONS:

TORONTO:

5,196 sales professionals
3,217 true talent supply**
2,600 open to opportunities
4,009 job posts

MONTREAL:

1,613 sales professionals
1,027 true talent supply**
590 open to opportunities
5,489 job posts

VANCOUVER:

2,026 sales professionals
1,347 true talent supply**
970 open to opportunities
2,076 job posts

CALGARY:

837 sales professionals
561 true talent supply**
360 open to opportunities
1,154 job posts

SALES TALENT AGENCY INSIGHT:

Last quarter, the demand for junior sales talent outweighed the supply by 292.2%. Even in the market we're currently in, the excess demand for junior sales talent slightly increased to 293.8%. This has driven up compensation levels, and a comprehensive and enticing compensation plan is now even more crucial for hiring entry-level sales talent. There are also slightly more open jobs than in Q2, which could be a positive indicator that the market is shifting.

Bonus tip: Since compensation plans are a tool to drive and reward behaviours, they should be transparent and tied to the outcome you're looking for.

TOP INDUSTRIES HIRING THIS TALENT:

 PROFESSIONAL SERVICES | **4,675** OPEN ROLES

 CONSUMER GOODS | **3,414** OPEN ROLES

 SOFTWARE & TECHNOLOGY | **2,190** OPEN ROLES

 FINANCE | **1,437** OPEN ROLES

 INDUSTRIAL & CONSTRUCTION | **1,008** OPEN ROLES

 MEDICAL | **931** OPEN ROLES

 TRANSPORTATION & LOGISTICS | **402** OPEN ROLES

 MEDIA | **60** OPEN ROLES

SALES TALENT AGENCY INSIGHT:

While this data shouldn't be surprising to most, it's important to take into account that some companies post one job but have multiple openings, meaning that these numbers are likely lower than what is advertised.

TOP EMPLOYERS OF THIS TALENT:

Cofomo | Ricoh Canada | OpenText | The Bay | CGI | Xerox | IBM | Long View Systems | DoorDash | Jobber | Avande | Fortinet | Compugen Inc. | Salesforce |

SALES TALENT AGENCY INSIGHT:

Hiring managers should study their competition for top talent to understand the competitive advantages they might have, and then work hard to make their advantages known to elite junior talent.

Example: If you are a small, but fast growing company, you can focus on offering accelerated growth and upward mobility, as larger, more established firms cannot offer this to their candidate pool.