

SALARY REPORT 2025

DEALER SERVICES SECTOR

PEOPLE



Our 2025 Market Report contains up to date data on salary level research for sales roles across three key areas of the Automotive market - Fleet & Leasing, Dealer Services and the relatively new kid on the block, EV, Mobility & Tech. For ease we've broken these down into separate reports.

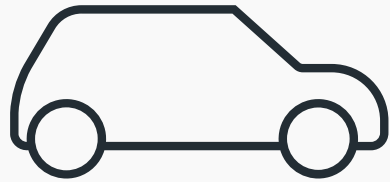
This information has been obtained directly from candidates operating within the UK market and provides a salary range from the most recent candidates qualified by PIE Recruitment across different categories.

The candidates surveyed operate in a wide range of business operating stages but the majority are working within established corporates or SMEs.

The Automotive team at PIE is always happy to give you individually tailored salary advice according to your own growth stage. Should you require something more bespoke please get in touch – click below to contact us.

BENEFITS PACKAGES

KEY TAKEAWAYS



A COMPANY CAR/CAR ALLOWANCE IS EXPECTED ACROSS FIELD BASED OR MID/SENIOR LEVEL ROLES - COMPANIES THAT CAN OFFER A CHOICE WILL ATTRACT MORE TALENT.



THE AVERAGE HOLIDAY ENTITLEMENT ACROSS OUR SURVEY WAS 25+ DAYS EXCLUDING BANK HOLIDAYS. ANYTHING BELOW THIS IS A HUGE DETRACTOR TO A ROLE. OPTIONS TO BUY MORE ANNUAL LEAVE ARE INCREASINGLY POPULAR



FLEXIBLE WORKING IS STILL A VERY IMPORTANT REQUIREMENT. OFFICE BASED ROLES ARE ATTRACTING CONSIDERABLY LESS INTEREST FROM CANDIDATES.



PRIVATE HEALTHCARE IS BECOMING A STANDARD EXPECTATION. COMPANIES WANTING TO SET THEMSELVES APART NEED TO OFFER SPOUSE/FAMILY COVER (COULD BE SELF FUNDED) PLUS CRITICAL ILLNESS AND/OR DENTAL COVER.

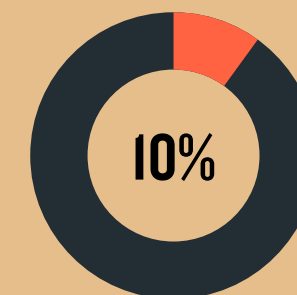


PENSIONS ARE HIGH PRIORITY FOR CANDIDATES WITH MANY BEING MORE CONSCIOUS OF SAFEGUARDING THEIR FUTURE. HAVING A FLEXIBLE PENSION BENEFIT IS FAR MORE APPEALING THAN OFFERING STATUTORY REQUIREMENTS.

SALES & COMMERCIAL ROLES



**18% FEMALE / 82% MALE
TALENT POOL**



**10% OF TALENT POOL (C. 113K
PROFESSIONALS) HAS
CHANGED ROLE IN LAST
12 MONTHS**

INTERNAL ACCOUNT MANAGER

BASIC - LOW TO HIGH

£25,000 - £35,000

+

OTE/COMMISSION

£2,500 - £15,000

BUSINESS DEVELOPMENT MANAGER

£32,000 - £55,000

+

£10,000 - £40,000

ACCOUNT MANAGER

£35,000 - £50,000

+

£2,500 - £15,000

KEY ACCOUNT/STRATEGIC ACCOUNT MANAGER

£45,000 - £50,000

+

£10,000 - £20,000

CORPORATE SALES MANAGER/SENIOR BDM

£45,000 - £65,000

+

£15,000 - £40,000

**HEAD OF ACCOUNT MANAGEMENT/HEAD OF
BUSINESS DEVELOPMENT/SALES DIRECTOR**

£60,000 - £100,000

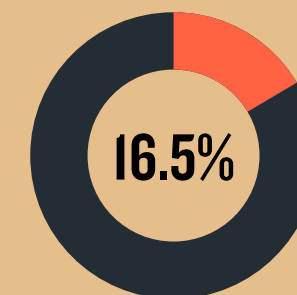
+

£30,000 - £60,000

MARKETING ROLES



**50% FEMALE / 50% MALE
TALENT POOL**



**16.5% OF TALENT POOL (C. 2900
PROFESSIONALS) HAS
CHANGED ROLE IN LAST 12
MONTHS**



MARKETING EXECUTIVE

BASIC - LOW TO HIGH

BONUS

£30,000 - £45,000

+

£0 - £4,000

MARKETING MANAGER

£40,000 - £65,000

+

£5,000 - £10,000

GET IN TOUCH



Will Gardner
Managing Director



Ollie Church
Associate Director - Automotive



Olly Woodall
Managing Consultant - Automotive



Chloe Smyth
Senior Consultant - Automotive



Aaron Davies
Consultant - Automotive

