GRAPHIC AND SIGN SCORECARD

COMPANY PROFILE

SALES

- Less than $1M: 41.6%
- $1M-$9.9M: 38.1%
- $10M+: 20.3%

41.6% Less than $1M

Only 1 of every 5 companies (20.3%) have $10M or more in sales

COMPANY SIZE

- Less than 20: 58.7%
- 20-99: 27.2%
- 100-749: 8.7%
- 1,500+: 5.4%

More than half (58.7%) have less than 20 employees

DIRECT PAYROLL AS PERCENTAGE OF SALES REVENUE

- 20% or less: 22.7%
- 21%-40%: 58.7%
- More than 40%: 18.6%

58.7% Median

SALES STAFF AND SALES COMPENSATION

SALES STAFF

- In-house and their job is NOT dedicated SOLELY to sales: 22.5%
- No sales staff: 40.4%
- In-house and their job is dedicated SOLELY to sales: 32.6%
- Contracted outside employees/independent sales reps: 4.5%

IN-HOUSE SALES STAFF NOT SOLELY DEDICATED TO SALES

- Salary only: 48.6%
- Salary plus commission or bonus: 48.6%
- Commission plus bonus: 2.8%

Commissions are received when the job is paid for (52.5%) or when the job is billed (35.0%)

BENEFITS

- Paid holidays: 70.2%
- Workers compensation insurance: 58.9%
- Sick leave, paid: 49.2%
- Retirement plan (pension, 401K): 49.2%
- Health care insurance: 48.4%

70.2% 70.2% 58.9% 49.2% 49.2% 48.4%

72.9% match employee contributions to 401K/pension plan

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Based on 2019, Q3 SGIA Survey – Wage, Salary and Sales Compensation