



SELLING POWER'S RESEARCH TEAM IDENTIFIES COMPANIES WITH THE MOST TO OFFER SALESPEOPLE

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

Our focus primarily remains on companies with sales forces of 500 or more salespeople. An extensive questionnaire was sent to top sales executives, training managers, and human resources 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 are unable to verify vital details within each category are 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 benefit 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 from the sales ranks each year.

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 in two general industries: manufacturing and service. Selling Power ranks the top 25 manufacturing companies and the top 25 service companies to complete our list of the top 50 companies to sell for now.

The 50 Best Companies to Sell for Now list represents a wide variety of subindustries, including software/systems, food/beverage, health, construction, information/communications, hospitality, transportation, and financial services.

As expected, our detailed rating system placed the top companies extremely close, with 23 manufacturing companies and 21 service companies tied with other companies 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 when compared to last year. Anyone entering the sales field should begin his or her effort by taking a good look at these top companies.

— SELLING POWER EDITORS

50

BEST
COMPANIES
TO SELL FOR NOW



The 25 Best Manufacturing Companies to Sell for Now

RANK	COMPANY	COMPENSATION PACKAGE	TRAINING	CAREER MOBILITY	TOTAL POINTS
1	Hilti	44	17	18	79
2	Forest Laboratories	44	16	18	78
3	3M	43	15	18	76
4	Hormel Foods	41	17	18	76
5	Nalco	44	15	17	76
6	Reynolds and Reynolds	42	16	18	76
7	Shaw Industries	42	16	18	76
8	Xerox	42	16	18	76
9	Ecolab	44	14	17	75
10	Microsoft	41	17	17	75
11	Parker Hannifin	43	15	17	75
12	Sanofi-Aventis	43	15	17	75
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	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	10
Incentive pay	9
Pension	8
Health	8
Company car	9
Total compensation	44
TRAINING	
Product knowledge	9
Selling skills	8
Total training	17
CAREER MOBILITY	
Performance reviews	9
Turnover/promotions	9
Total career mobility	18
TOTAL POINT SCORE	79

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	90,000	\$69,943	10
2	Xerox	15,000	139,700	\$22,626	8
3	Cisco Systems	14,000	71,825	\$43,218	23
4	International Business Machines	14,000	433,362	\$106,916	17
5	Oracle	11,445	108,000	\$35,622	18
6	Ecolab	9,900	40,231	\$11,300	9
7	Parker Hannifin	8,600	58,400	\$12,346	11
8	Georgia-Pacific	6,000	40,000	\$17,940	16
9	Nalco	5,500	12,495	\$4,251	5
10	Abbott Laboratories	5,000	91,000	\$38,851	21



The 25 Best **Service** Companies to Sell for Now

RANK	COMPANY	COMPENSATION PACKAGE	TRAINING	CAREER MOBILITY	TOTAL POINTS
1	Cintas	43	16	18	77
2	ABF Freight System	42	16	18	76
3	Applied Industrial Technologies	44	14	18	76
4	Heartland Payment Systems	44	15	17	76
5	FedEx	42	15	18	75
6	Iron Mountain	43	14	18	75
7	Ricoh Americas	41	17	17	75
8	United States Postal Service	44	14	17	75
9	CA	41	15	18	74
10	ARAMARK	41	15	17	73
11	Automatic Data Processing	41	15	17	73
12	First Data	39	16	18	73
13	Lawson Products	42	14	17	73
14	LivingSocial	43	14	16	73
15	Total Quality Logistics	41	13	19	73
16	CareerBuilder	42	13	17	72
17	Northwestern Mutual	40	15	17	72
18	Service Corporation International	40	14	18	72
19	UniFirst	41	14	17	72
20	CDW	39	14	18	71
21	Google	41	14	16	71
22	Graybar Electric	40	13	18	71
23	Infogroup	42	13	16	71
24	Marriott International	39	15	16	70
25	Barnes Group	41	13	14	68

Cintas

COMPANY HIGHLIGHTS	
COMPENSATION	
Salary	9
Incentive pay	9
Pension	9
Health	7
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 **Service** Companies

RANK	COMPANY	NUMBER OF SALESPeOPLE	WORLDWIDE EMPLOYEES	ANNUAL SALES (\$ MILLIONS)	50 BEST RANKING
1	Marriott International	8,500	120,000	\$12,317	24
2	Service Corporation International	8,500	20,891	\$2,316	18
3	Automatic Data Processing	7,000	51,000	\$9,880	11
4	Northwestern Mutual	6,200	8,500	\$23,109	17
5	CA	5,100	13,400	\$4,429	9
6	Ricoh Americas	4,500	36,400	\$3,102	7
7	CDW	2,500	6,230	\$8,801	20
8	Google	2,325	32,467	\$37,905	21
9	Cintas	2,200	30,000	\$3,810	1
10	First Data	2,000	24,900	\$10,714	12



The 50 Best Companies to Sell for Now Directory

Manufacturing

- 3M**
3M Center
St. Paul, MN 55144-1000
651/733-1110
www.mmm.com
- Abbott Laboratories**
100 Abbott Park Rd.
Abbott Park, IL 60064-3500
847/937-6100
www.abbott.com
- Cisco Systems**
170 W. Tasman Dr.
San Jose, CA 95134
408/526-4000
www.cisco.com
- Clayton Homes**
5000 Clayton Rd.
Maryville, TN 37804
865/380-3000
www.clayton.net
- Dell**
1 Dell Way
Round Rock, TX 78682-2222
512/338-4400
www.dell.com
- DENTSPLY International**
221 W. Philadelphia St.
York, PA 17405-0872
717/845-7511
www.dentsply.com
- Ecolab**
370 N. Wabasha St.
St. Paul, MN 55102-2233
651/293-2233
www.ecolab.com
- EMC**
176 South St.
Hopkinton, MA 01748
508/435-1000
www.emc.com
- Forest Laboratories**
909 Third Ave.
New York, NY 10022-4731
212/421-7850
www.fx.com
- Georgia-Pacific**
133 Peachtree St. NE
Atlanta, GA 30303
404/652-4000
www.gp.com
- Hilti**
5400 S. 122nd East Ave.
Tulsa, OK 74146
1-800-879-8000
www.us.hilti.com
- Hormel Foods**
1 Hormel Pl.
Austin, MN 55912
507/437-5611
www.hormel.com
- International Business Machines**
New Orchard Rd.
Armonk, NY 10504
914/499-1900
www.ibm.com
- International Paper**
6400 Poplar Ave.
Memphis, TN 38197
901/419-9000
www.ipaper.com
- Johnson Controls**
5757 N. Green Bay Ave.
Milwaukee, WI 53201
414/524-1200
www.johnsoncontrols.com
- Microsoft**
1 Microsoft Way
Redmond, WA 98052-6399
425/882-8080
www.microsoft.com
- Nalco**
1601 W. Diehl Rd.
Naperville, IL 60563
630/305-1000
www.nalco.com
- Oracle**
500 Oracle Pkwy.
Redwood Shores, CA 94065
650/506-7000
www.oracle.com
- Parker Hannifin**
6035 Parkland Blvd.
Cleveland, OH 44124-4141
216/896-3000
www.parker.com
- Reynolds and Reynolds**
1 Reynolds Way
Dayton, OH 45430
937/485-2000
www.reyrey.com
- Sanofi-Aventis**
55 Corporate Dr.
Bridgewater, NJ 08807-2854
908/231-4000
www.sanofi-aventis.us
- Shaw Industries**
616 E. Walnut Ave.
Dalton, GA 30722-2128
706/278-3812
www.shawinc.com
- Thermo Fisher Scientific**
81 Wyman St.
Waltham, MA 02454
781/622-1000
www.thermofisher.com
- Watson Pharmaceuticals**
400 Interpace Pkwy.
Parsippany, NJ 07054
862/261-7000
www.watsonpharm.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
- Applied Industrial Technologies**
1 Applied Plz.
Cleveland, OH 44115
216/426-4000
www.applied.com
- ARAMARK**
Aramark Tower
1101 Market St.
Philadelphia, PA 19107
215/238-3000
www.aramark.com
- Automatic Data Processing**
1 ADP Blvd.
Roseland, NJ 07068-1728
973/974-5000
www.adp.com
- Barnes Group**
123 Main St.
Bristol, CT 06010
860/583-7070
www.barnesgroupinc.com
- CA**
1 Computer Associates Plz.
Islandia, NY 11749
631/342-6000
www.ca.com
- CareerBuilder**
200 N. LaSalle St., Ste. 1100
Chicago, IL 60601
773/527-3600
www.careerbuilder.com
- CDW**
300 N. Milwaukee Ave.
Vernon Hills, IL 60061
847/465-6000
www.cdw.com
- Cintas**
6800 Cintas Blvd.
Cincinnati, OH 45262-5737
513/459-1200
www.cintas-corp.com
- FedEx**
942 S. Shady Grove Rd.
Memphis, TN 38120
901/818-7500
www.fedex.com
- First Data**
5565 Glenridge Connector NE
Ste. 2000
Atlanta, GA 30342
303/967-8000
www.firstdatacorp.com
- Google**
1600 Amphitheatre Pkwy.
Mountain View, CA 94043
650/623-4000
www.google.com
- Graybar Electric**
34 N. Meramec Ave.
St. Louis, MO 63105
314/573-9200
www.graybar.com
- Heartland Payment Systems**
90 Nassau St.
Princeton, NJ 08542
609/683-3831
www.heartlandpayment
systems.com
- Infogroup**
5711 S. 86th Cir.
Omaha, NE 68127
402/593-4500
www.infousa.com
- Iron Mountain**
745 Atlantic Ave.
Boston, MA 02111
617/535-4766
www.ironmountain.com
- Lawson Products**
8770 W. Bryn Mawr Ave.
Chicago, IL 60631
773/304-5050
www.lawsonproducts.com
- LivingSocial**
918 F. Street NW
Washington, DC 20004-1404
202/737-5091
www.livingsocial.com
- Marriott International**
1 Marriott Dr.
Washington, DC 20058
301/380-3000
www.marriott.com
- Northwestern Mutual**
720 E. Wisconsin Ave.
Milwaukee, WI 53202-4797
414/271-1444
www.northwesternmutual.com
- Ricoh Americas**
5 Dedrick Pl.
West Caldwell, NJ 07006
973/882-2000
www.ricoh-usa.com
- Service Corporation International**
1929 Allen Pkwy.
Houston, TX 77019
713/522-5141
www.sci-corp.com
- Total Quality Logistics**
4289 Ivy Pointe
Cincinnati, OH 45245
513/831-2600
www.tql.com
- UniFirst**
68 Jonspin Rd.
Wilmington, MA 01887-1086
978/658-8888
www.unifirst.com
- United States Postal Service**
475 L'Enfant Plaza SW
Washington, DC 20260-0010
202/268-2500
www.usps.com