

The 50 Best Companies to Sell For

Selling Power's research team identifies companies with the most to offer salespeople



For the sixth 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 U.S..

The focus primarily remained on companies with sales forces of 500 or more salespeople. An extensive survey questionnaire was sent to the top sales executives, training managers and HR 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 we were unable to verify vital details within each category were 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 each year from the sales ranks.

Next, all information is compiled, analyzed, 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 to the selected companies 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.

"The 50 Best Companies to Sell For" represents a wide variety of subindustries including software/systems, food/beverage, household, 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 22 service companies tied in the rankings. In these instances the companies were placed in alphabetical order.

The ranking spread was slightly lower this year than last year for the manufacturing companies and remained unchanged for service companies. Anyone entering the sales field should begin their efforts by taking a good look at these top companies to sell for.

— SELLING POWER EDITORS
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If you want to have your company included in next year's research, please write to: Top 50 Research, PO Box 5467, Fredericksburg, VA 22403, or email research@sellingpower.com.

research report

The 25 Best Manufacturing Companies to Sell For

RANK	COMPANY	COMPENSATION PACKAGE	TRAINING	CAREER MOBILITY	TOTAL POINTS
1	Hoffmann-La Roche	46	14	18	78
2	3M	44	15	18	77
3	Ecolab	46	14	17	77
4	Microsoft	43	18	16	77
5	Millipore	46	13	18	77
6	Sanofi-Aventis	45	14	18	77
7	General Electric	45	14	17	76
8	Hilti	42	16	18	76
9	Novell	43	16	17	76
10	Tellabs	44	14	18	76
11	Abbott Laboratories	44	15	16	75
12	EMC	43	14	18	75
13	Forest Laboratories	46	14	15	75
14	Siemens	43	15	17	75
15	Xerox	43	14	18	75
16	Clayton Homes	44	13	17	74
17	International Business Machines	44	14	16	74
18	Oracle	43	14	17	74
19	Georgia Pacific Group	43	15	15	73
20	Hormel Foods	39	18	16	73
21	Watson Pharmaceuticals	42	14	17	73
22	International Paper	41	14	16	71
23	A.O. Smith	40	14	16	70
24	Cisco Systems	40	14	16	70
25	DENTSPLY International	40	14	16	70

#1 Hoffmann-La Roche

COMPANY HIGHLIGHTS	
COMPENSATION	
Salary	9
Incentive Pay	10
Pension	9
Health	9
Company Car	9
Total	46
TRAINING	
Product Knowledge	7
Selling Skills	7
Total	14
CAREER MOBILITY	
Performance Reviews	9
Turnover/Promotions	9
Total Career Mobility	18

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	61,000	\$39,788	4
2	Cisco Systems	14,000	38,413	\$24,801	24
3	General Electric	14,000	316,000	\$148,019	7
4	International Business Machines	14,000	336,000	\$91,134	17
5	Oracle	11,445	49,872	\$14,380	18
6	Xerox	8,500	55,200	\$14,826	15
7	Ecolab	6,700	22,404	\$4,535	3
8	Georgia Pacific Group	6,000	80,000	\$20,000	19
9	EMC	5,000	26,500	\$9,664	12
10	Sanofi-Aventis	4,200	97,181	\$33,745	6

The 25 Best Service Companies to Sell For

RANK	COMPANY	COMPENSATION PACKAGE	TRAINING	CAREER MOBILITY	TOTAL POINTS
1	Marriott Vacation Club International	45	15	18	78
2	Northwestern Mutual	45	15	17	77
3	Cintas	43	16	17	76
4	InfoUSA	45	14	17	76
5	Verizon Communications	44	14	18	76
6	W.W. Grainger	40	18	18	76
7	ABF Freight System	43	14	18	75
8	Aramark	42	15	18	75
9	Marriott International	43	15	17	75
10	United Parcel Service	43	14	18	75
11	Hughes Supply	44	14	16	74
12	Insight Enterprises	42	14	18	74
13	Roadway	42	16	16	74
14	Yellow Book USA (Yell Group)	43	13	18	74
15	Countrywide Home Loans	42	14	17	73
16	Fedex	43	14	16	73
17	Lawson Products	42	14	17	73
18	Valassis Communications	43	13	17	73
19	CDW	41	15	16	72
20	Computer Associates International	44	12	16	72
21	Monster Worldwide	43	12	16	71
22	CareerBuilder	41	12	17	70
23	IKON Office Solutions	41	14	15	70
24	R.R. Donnelley	41	13	16	70
25	Sprint Nextel	40	14	16	70

#1 Marriott Vacation Club International

COMPANY HIGHLIGHTS	
COMPENSATION	
Salary	10
Incentive Pay	10
Pension	9
Health	9
Company Car	7
Total	45
TRAINING	
Product Knowledge	8
Selling Skills	7
Total	15
CAREER MOBILITY	
Performance Reviews	9
Turnover/Promotions	9
Total	18
TOTAL POINT SCORE:	78

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	Sprint Nextel	9,000	79,900	\$34,680	25
2	Marriott International	8,500	143,000	\$11,550	9
3	Northwestern Mutual	7,900	4,700	\$17,310	2
4	Countrywide Home Loans	6,632	54,456	\$15,749	15
5	Yellow Book USA (Yell Group)	5,953	14,500	\$2,378	14
6	Computer Associates International	5,100	15,300	\$3,530	20
7	IKON Office Solutions	5,000	26,000	\$4,377	23
8	United Parcel Service	3,900	407,000	\$42,581	10
9	Verizon Communications	2,800	250,000	\$75,112	5
10	CDW	2,200	3,800	\$6,292	19

The 50 Best Companies to Sell For

Manufacturing

3M

3M Ctr., Bldg. 225-1S-15
St. Paul, MN 55144-1000
651/733-1110
www.mmm.com

A.O. Smith

11270 W. Park Pl.
Milwaukee, WI 53224-9508
414/359-4000
www.aosmith.com

Abbott Laboratories

100 Abbott Park Rd.
Abbott Park, IL 60064
847/937-6100
www.abbott.com

Cisco Systems

170 W. Tasman Dr.
San Jose, CA 95134
408/526-4000
www.cisco.com

Clayton Homes

500 Alcoa Trail
Maryville, TN 37804
865/380-3000
www.clayton.net

DENTSPLY International

Susquehanna Commerce Ctr.
221 W. Philadelphia St.
York, PA 17045-0872
717/845-7511
www.dentsply.com

Ecolab

370 N. Wabasha St.
St. Paul, MN 55102-1390
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.frx.com

General Electric

3135 Easton Tpke.
Fairfield, CT 06431-0001
203/373-2211
www.ge.com

Georgia Pacific Group

133 Peachtree St. NE
Atlanta, GA 30303
404/652-4000
www.gp.com

Hilti

5400 S. 122nd East Ave.
Tulsa, OK 74146
918/252-6000
www.us.hilti.com

Hoffmann-La Roche

340 Kingsland St.
Nutley, NJ 07110
973/235-5000
www.rocheusa.com

Hormel Foods

One Hormel Pl.
Austin, MN 55912-3680
507/437-5611
www.hormel.com

International Business Machines

New Orchard Rd.
Armonk, NY 10504
914/499-1900
www.ibm.com

International Paper

400 Atlantic St.
Stamford, CT 06921
203/541-8000
www.ipaper.com

Microsoft

One Microsoft Way
Redmond, WA 98052-6399
425/882-8080
www.microsoft.com

Millipore

290 Concord Rd.
Billerica, MA 01821
978/715-4321
www.millipore.com

Novell

404 Wyman St., Ste. 500
Waltham, MA 02451
781/464-8000
www.novell.com

Oracle

500 Oracle Pkwy.
Redwood Shores, CA 94065
650/506-0024
www.oracle.com

Sanofi-Aventis

300 Somerset Corporate Blvd.
Bridgewater, NJ 08807-2854
908/231-4000
www.sanofi-aventis.us

Siemens

153 E. 53rd St.
New York, NY 10022-4611
212/258-4000
www.usa.siemens.com

Tellabs

One Tellabs Center
1415 W. Diehl Rd.
Naperville, IL 60563
630/798-8800
www.tellabs.com

Watson Pharmaceuticals

311 Bonnie Circle
Corona, CA 92880-2882
951/493-5300
www.watsonpharm.com

Xerox

800 Long Ridge Rd.
Stamford, CT 06904
203/968-3000
www.xerox.com

Service

ABF Freight System

P.O. Box 10048
Fort Smith, AR 72917
479/785-8700
www.abf.com

Aramark

Aramark Tower
1101 Market St.
Philadelphia, PA 19107-2988
215/238-3000
www.aramark.com

CareerBuilder

200 N. LaSalle St.
Ste. 1100
Chicago, IL 60601
773/527-3600
www.careerbuilder.com

CDW

200 N. Milwaukee Ave.
Vernon Hills, IL 60061
847/465-6000
www.cdw.com

Cintas

6800 Cintas Blvd.
Mason, OH 45040
513/459-1200
www.cintas.com

Computer Associates International

One Computer Associates Plz.
Islandia, NY 11749
631/342-6000
www.ca.com

Countrywide Home Loans

4500 Park Granada Blvd.
Calabasas, CA 91302-1613
818/225-3000
www.countrywide.com

FedEx

942 S. Shady Grove Rd.
Memphis, TN 38120
901/369-3600
www.fedex.com

Hughes Supply

One Hughes Way
Orlando, FL 32805
407/841-4755
www.hughessupply.com

IKON Office Solutions

70 Valley Stream Pkwy.
Malvern, PA 19355-0989
610/296-8000
www.ikon.com

InfoUSA

5711 S. 86th Cir.
Omaha, NE 68127
402/593-4500
www.infousa.com

Insight Enterprises

1305 W. Auto Dr.
Tempe, AZ 85284
480/902-1001
www.insight.com

Lawson Products

1666 E. Touhy Ave.
Des Plaines, IL 60018
847/827-9666
www.lawsonproducts.com

Marriott International

One Marriott Dr.
Washington, DC 20058
301/380-3000
www.marriott.com

Marriott Vacation Club International

6649 Westwood Blvd.
Ste. 500
Orlando, FL 32821
407/206-6000
www.vacationclub.com

Monster Worldwide

622 3rd Ave., 39th Fl.
New York, NY 10017
212/351-7000
www.monsterworldwide.com

Northwestern Mutual

720 E. Wisconsin Ave.
Milwaukee, WI 53202-4797
414/271-1444
www.northwesternmutual.com

R.R. Donnelley

111 South Wacker Dr.
Chicago, IL 60606-4301
312/326-8000
www.rrdonnelley.com

Roadway

1077 Gorge Blvd.
Akron, OH 44309
330/384-1717
www.roadway.com

Sprint Nextel

2001 Edmund Halley Dr.
Reston, VA 20191
703/433-4000
www.sprint.com

United Parcel Service

55 Glenlake Pkwy. NE
Atlanta, GA 30328
404/828-6000
www.ups.com

Valassis Communications

19975 Victor Pkwy.
Livonia, MI 48152
734/591-3000
www.valassis.com

Verizon Communications

140 W. St.
New York, NY 10007
212/395-2121
www.verizon.com

W.W. Grainger

100 Grainger Pkwy.
Lake Forest, IL 60045-5201
847/535-1000
www.grainger.com

Yellow Book USA (Yell Group)

2560 Renaissance Blvd.
King of Prussia, PA 19406
610/731-2500
www.yellowbook.com