2025 Betts Enterprise Compensation Guide

Overview

2025

All Eyes on Enterprise in 2025

In 2025, more companies are shifting their go-to-market strategies to target enterprise clients, driving a surge in demand for experienced enterprise sales talent. As businesses seek high-ticket deals and more revenue, hiring the right sales professionals has become a top priority.

Enterprise sales require a different skill set than mid-market or SMB sales—longer deal cycles, complex stakeholder management, and the ability to navigate high-stakes negotiations. This guide provides the latest compensation benchmarks for roles in this high-growth, high-impact sales environment, offering insights into leading sales strategies, market dynamics, and closing high-value deals.

To stay competitive, organizations are adjusting compensation packages to attract and retain top enterprise sales talent. Offering higher OTEs, performance-based incentives, and career growth opportunities. With demand rising, companies that refine their hiring strategies now will be better positioned to win in the enterprise market.

Trends

Trends, Insights, and Strategic Compensation Decisions

In this guide, we'll explore the key trends shaping enterprise hiring in 2025 and provide actionable insights to help you strategically approach compensation and talent acquisition in this competitive market. This year, we're adding a section on how factors like deal size, quota expectations, industry focus, and company stage influence compensation packages across the tech landscape.

Enterprise sales is evolving rapidly, with companies prioritizing deals that align closely with realistic market potential, or navigating shifts in your industry, this guide will equip you with the knowledge to make informed, forward-thinking decisions as you build the strategies and opportunities of 2025.

1. The Expanding Enterprise Landscape
2. Blending Internal Mobility and Strategic External Hires
3. The Shift from Industry-Specific to Persona-Based Hiring in Enterprise Sales
4. The Rise of the Technical Support Team

1

The Expanding Enterprise Landscape

Enterprise revenue quotas are skyrocketing as companies pursue ambitious goals, with a growing focus on high-value transactions. Traditionally, companies focused on SMB, commercial, mid-market, and enterprise segments. However, now the enterprise sector has become a major target for expansion and management at the enterprise level.

- VP Enterprise
- Director of Enterprise
- Strategic AE
- Enterprise Account Executive (EAE)

This shift underscores the increasing complexity of enterprise sales, requiring organizations to adapt to higher deal sizes and more specialized sales strategies. As companies continue to target larger, more complex deals, they must refine their approaches to talent acquisition and management at the enterprise level.

Deals $250M+	Deals $100M - $1M	Deals $1M - $2M	Deals $2M - $10M

2

Blending Internal Mobility and Strategic External Hires

Many companies are adopting a blended approach to building high-performing enterprise sales teams by promoting top internal talent while actively recruiting external hires with specialized expertise. This approach leverages the strengths of both internal mobility, such as offering training and development programs to help high-performers transition into leadership roles. This internal mobility supports employee retention and leverages the deep product and organizational knowledge these new hires bring to the table.

Conversely, companies also recognize the critical need for external hires when their enterprise sales teams. Recruiting seasoned enterprise sales professionals brings fresh perspectives, established networks, and proven strategies for navigating complex sales cycles. External hires often accelerate growth by introducing best practices from other industries and organizations, helping teams quickly adapt to the challenges of selling into high-stakes deals.

To stay competitive, organizations should refine their hiring strategies to attract sales talent with the skills to sell into enterprise-sized deals. A strong, persona-driven hiring approach ensures teams are equipped to handle the increasing complexity of today's B2B sales landscape.

3

The Shift from Industry-Specific to Persona-Based Hiring in Enterprise Sales

Traditional hiring practices have focused on industry-specific experience in enterprise sales, leveraging contacts and relationships within a specific industry to secure executives, technical buyers, and procurement teams.

However, companies are now recognizing the limitations of this approach and are adopting sales professionals who can navigate complex deal cycles and build relationships with multiple stakeholders. This shift enables sales teams to be more effective in engaging enterprise clients and closing high-value deals.

To stay competitive, organizations should refine their hiring strategies to attract sales talent with the skills to sell into enterprise-sized deals. A strong, persona-driven hiring approach ensures teams are equipped to handle the increasing complexity of today's B2B sales landscape.

4

The Rise of the Technical Support Team

Enterprise sales teams are increasingly reliant on technical support roles to drive complex deals and long-term customer success. The sales Enterprise AEs now partner closely with Sales Engineers and technical specialists to ensure solutions meet customer requirements and technical standards. During the sales cycle, Solutions Architects play a key role in scoping projects and addressing technical challenges to set deals up for success. Post-sale, Implementation Consultants and Customer Success teams ensure a smooth transition from sales to delivery, maintaining customer satisfaction and retention. As enterprise buyers demand deeper technical expertise at every stage, companies are prioritizing these roles and expanding compensation to attract top talent.

- **Pre-Sales** — Enterprise AE & Sales Engineer
- **Implementation** — Solutions Architect
- **Post-Sales** — Implementation Consultant, Enterprise Customer Success

2025

Below, we outline our recommended compensation benchmarks based on industry deal size, quota expectations, and job title. These benchmarks provide a clear standard for companies looking to attract top talent, build a strong candidate pipeline, and hire efficiently to meet their growth goals.

Betts The tables present Betts' recommended target compensation, including **base salary and on-target earnings (OTE).**

10% Each figure represents our base benchmark, with a standard range of **plus or minus 10%** to account for variations in **experience, company stage, and market conditions.**

Enterprise AE - Deal Size

Company Size / Deal Size	Commercial Mid-Market (Deals $25K - $100K)	Enterprise (Deals $100K - $1M)	Large Enterprise (Deals $1M - $2M)	Strategic Enterprise (Deals $2M - $10M)	Global Strategic (Deals $10M+)
Enterprise AE	$150K-$210K	$180K-$240K	$180K-$240K	$180K-$240K	$180K-$240K
Senior Enterprise AE	$170K-$230K	$200K-$260K	$200K-$260K	$200K-$260K	$170K-$230K
Staff / Lead Enterprise AE	$200K-$260K	$230K-$290K	$230K-$290K	$230K-$290K	$200K-$260K
Manager / Director Enterprise AE	$270K-$330K	$270K-$330K	$270K-$330K	$270K-$330K	$270K-$330K

For OTE Compensation Insights, please see our Comp Engine.

Enterprise Quotas

This table highlights quotas per sales stage

Mid-Market Deal Size	Comp Engine Quotas	Comp Engine & Optimal Quotas	Optimal Quotas	Optimal & Stretch Quotas	Stretch Quotas
Enterprise AE	$1.500k-$1.8M	$960,000	$1,250,000	$1,350,000	$1,350,000
Senior Enterprise AE	$1.750-$2.1M	$1,260,000	$1,225,000	$1,400,000	$1,575,000
Staff / Lead Enterprise AE	$2.000k-$2.500k	$1,680,000	$2,000,000	$2,400,000	$2,800,000
Manager / Director Enterprise AE	$3.000k-$3.500k	$2,500,000	$3,000,000	$3,500,000	$4,000,000

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Enterprise Leadership

Enterprise Leadership	Commercial Mid-Market (Deals $25K - $100K)	Enterprise (Deals $100K - $1M)	Large Enterprise (Deals $1M - $2M)	Strategic Enterprise (Deals $2M - $10M)	Global Strategic (Deals $10M+)
Enterprise Director	$170K-$230K	$170K-$230K	$170K-$230K	$170K-$230K	$170K-$230K
Director of Enterprise	$220K-$280K	$220K-$280K	$220K-$280K	$220K-$280K	$220K-$280K
VP Enterprise	$270K-$330K	$270K-$330K	$270K-$330K	$270K-$330K	$270K-$330K

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Sales Engineer - ENT

Sales Engineer Level	Commercial Mid-Market (Deals $25K - $100K)	Enterprise (Deals $100K - $1M)	Large Enterprise (Deals $1M - $2M)	Strategic Enterprise (Deals $2M - $10M)	Global Strategic (Deals $10M+)
SE II (2 Years Exp)	$130K-$160K	$130K-$160K	$130K-$160K	$130K-$160K	$130K-$160K
SE III (3 Years Exp)	$150K-$180K	$140K-$160K	$140K-$160K	$140K-$160K	$150K-$180K
SE IV (4 Years Exp)	$160K-$190K	$150K-$180K	$150K-$180K	$150K-$180K	$160K-$190K
SE V (5 Years Exp)	$170K-$200K	$170K-$200K	$170K-$200K	$170K-$200K	$170K-$200K
SE VI	$180K-$210K	$170K-$200K	$170K-$200K	$170K-$200K	$180K-$210K

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Solutions Architect

Solutions Architect	Commercial Mid-Market (Deals $25K - $100K)	Enterprise (Deals $100K - $1M)	Large Enterprise (Deals $1M - $2M)	Strategic Enterprise (Deals $2M - $10M)	Global Strategic (Deals $10M+)
SA II (2 Years Exp)	$120K-$150K	$120K-$150K	$120K-$150K	$120K-$150K	$120K-$150K
SA III (3 Years Exp)	$130K-$160K	$130K-$160K	$130K-$160K	$130K-$160K	$130K-$160K
SA IV (4 Years Exp)	$140K-$170K	$140K-$170K	$140K-$170K	$140K-$170K	$140K-$170K
SA V (5 Years Exp)	$150K-$180K	$150K-$180K	$150K-$180K	$150K-$180K	$150K-$180K
SA VI	$160K-$190K	$150K-$180K	$150K-$180K	$150K-$180K	$160K-$190K

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Implementation Consultant

Implementation Consultant	Commercial Mid-Market (Deals $25K - $100K)	Enterprise (Deals $100K - $1M)	Large Enterprise (Deals $1M - $2M)	Strategic Enterprise (Deals $2M - $10M)	Global Strategic (Deals $10M+)
IC II (2 Years Exp)	$120K-$150K	$120K-$150K	$120K-$150K	$120K-$150K	$120K-$150K
IC III (3 Years Exp)	$130K-$160K	$130K-$160K	$130K-$160K	$130K-$160K	$130K-$160K
IC IV (4 Years Exp)	$140K-$170K	$140K-$170K	$140K-$170K	$140K-$170K	$140K-$170K
IC V (5 Years Exp)	$150K-$180K	$150K-$180K	$150K-$180K	$150K-$180K	$150K-$180K
IC VI	$160K-$190K	$150K-$180K	$150K-$180K	$150K-$180K	$160K-$190K

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ENT Customer Success - Deal Size

ENT Customer Success Level	Commercial Mid-Market (Deals $25K - $100K)	Enterprise (Deals $100K - $1M)	Large Enterprise (Deals $1M - $2M)	Strategic Enterprise (Deals $2M - $10M)	Global Strategic (Deals $10M+)
CSM II (2 Years Exp)	$130K-$160K	$130K-$160K	$130K-$160K	$130K-$160K	$140K-$170K
CSM III (3 Years Exp)	$140K-$170K	$140K-$170K	$140K-$170K	$140K-$170K	$150K-$180K
Enterprise CSM (4 Years Exp)	$170K-$200K	$160K-$190K	$160K-$190K	$160K-$190K	$160K-$190K
Senior Enterprise CSM (5 Years Exp)	$200K-$230K	$190K-$220K	$190K-$220K	$190K-$220K	$200K-$230K
Manager/Director Enterprise CSM	$230K-$260K	$220K-$250K	$220K-$250K	$220K-$250K	$230K-$260K

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Custom Success Engineer - ENT

Customer Success Engineer - ENT	Commercial Mid-Market (Deals $25K - $100K)	Enterprise (Deals $100K - $1M)	Large Enterprise (Deals $1M - $2M)	Strategic Enterprise (Deals $2M - $10M)	Global Strategic (Deals $10M+)
CSE I (1-2 Years Exp)	$120K-$150K	$120K-$150K	$120K-$150K	$120K-$150K	$140K-$170K
CSE II (2-4 Years Exp)	$140K-$170K	$140K-$170K	$140K-$170K	$140K-$170K	$150K-$180K
Senior CSE (4-6 Years Exp)	$170K-$200K	$160K-$190K	$160K-$190K	$160K-$190K	$160K-$190K
Staff / Lead CSE (6-8 Years Exp)	$190K-$220K	$190K-$220K	$190K-$220K	$190K-$220K	$190K-$220K
Manager/Director CSE	$210K-$240K	$190K-$220K	$190K-$220K	$190K-$220K	$210K-$240K

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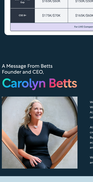
A Message From Betts
Founder and CEO,

Carolyn Betts



We hope you've found the Enterprise guide helpful as you plan for the year ahead. With 2025 set to be a pivotal year for the tech industry—driven by advancements in AI, enterprise strategies, and a resurgence in mid-market hiring—now is the time to refine your compensation strategies and attract the best talent.

At **Betts**, we understand that talent is your most valuable asset, which is why we've created this guide to help you navigate the ever-evolving landscape of compensation. Our team of recruiting and compensation experts are insights-driven leaders dedicated to helping clients navigate & grow plus the tools to stay competitive and retain top performers.

We're excited to continue partnering with you in **2025** and beyond as you drive growth and success. Here's to a fantastic year ahead!

Comp Engine

Comp Engine

Comp Engine is a comprehensive, data-driven platform for hiring managers, Comp Engine empowers them with tailored insights and benchmarks to make informed decisions on compensation packages, ensuring fairness and competitiveness in the market. Comp Engine empowers you to make informed, data-driven compensation decisions to attract and retain top talent.

Access Comp Engine

RaaS

Recruitment as a Service

Betts' recruiter subscription model (RaaS) changes the cost of recruiting with **unlimited hires on-tap**. Our recruiting experts will source, screen, and onboard top-in-market talent with the most innovative compensation in the world.

Start Hiring With Betts