



# The Media Sales Report

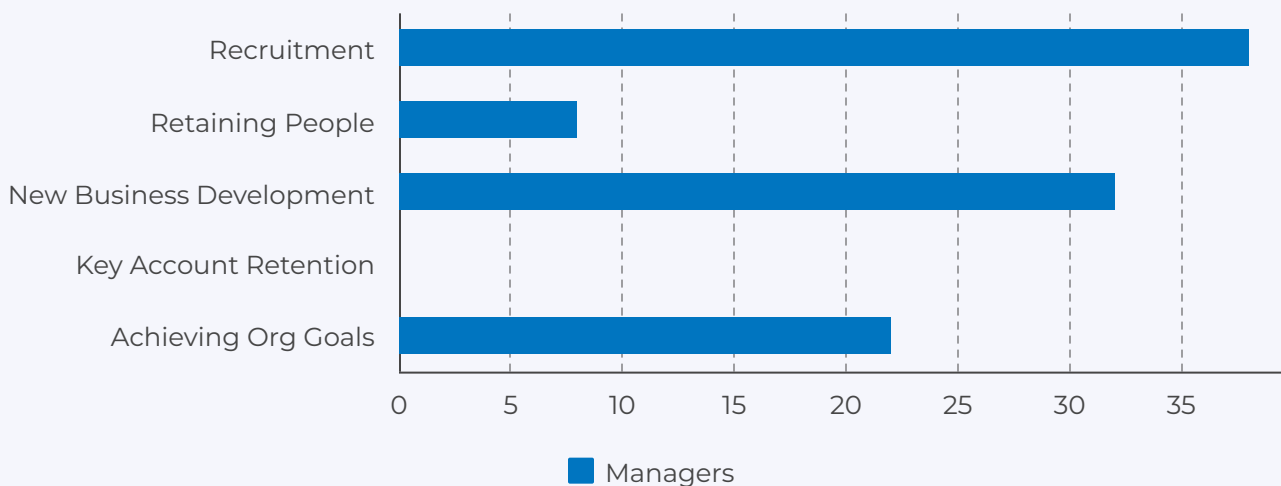
Sales Department



THE CENTER FOR  
SALES STRATEGY

# Hardest Aspects of Being a Sales Manager

What is the Hardest Part of Being a Sales Manager Today?



## Recruitment Remains the Biggest Challenge

Sales managers continue to face significant hurdles in leading their teams, with recruitment remaining the top difficulty year over year. However, it's refreshing to see this sentiment taking a downward trend. **Way back in 2023, nearly two thirds (65%) pointed to recruitment as the hardest part of their job. In 2024, that number dropped to 43%. Today, in 2025? Just 38% of managers view recruitment the same way.**

**32%**

Nearly one third of sales managers point to new business development as the toughest part of their job.

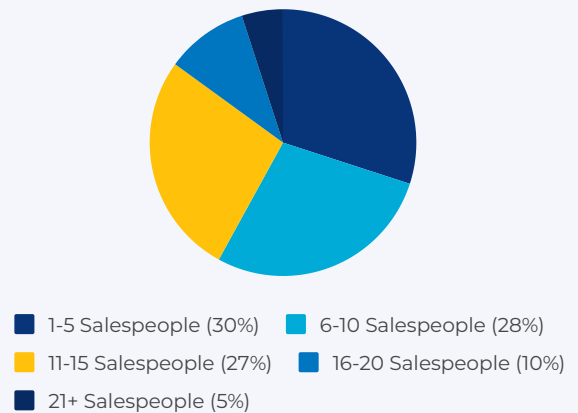
# Sales Department Size

## Most Managers Feel the Need for More Salespeople

The structure of sales departments varies across media organizations, but the majority of sales teams remain relatively small. **30% of managers report leading teams of 1-5 salespeople.** This indicates that most media sales teams remain lean, requiring each member to contribute significantly to revenue generation.

Despite the current team sizes, 73% of managers believe they need to increase their number of salespeople, indicating that staffing constraints are a barrier to growth. Only, 2.5% expressed a desire to downsize, while 25% aim to maintain their current team size. **The demand for additional sales talent underscores the ongoing need for effective recruitment efforts in the media sales industry.**

Current Sales Team Size



## More than 7-in-10

managers believe they need to increase their number of salespeople.



## Just Over 2-in-10

managers hope to maintain their current sale team size.

# Talent Assessments, Work Schedule, & Compensation

## 70%

of managers are using sales talent assessments in the hiring process.

## Managers Aren't Confident in Sales Talent Assessments

Sales talent assessments have become an integral part of the hiring process for many organizations, with 70% of managers utilizing these tools to evaluate candidates. However, confidence in the accuracy of these assessments varies. **Only 13% believe they are "very accurate" in predicting future success**, while just under half (45%) find them to be merely accurate.

## Hybrid Work Overwhelmingly Remains a Favorite



Hybrid Work (57%) In-Office (35%) Remote (8%)

**57% of sales managers** prefer a hybrid work schedule.



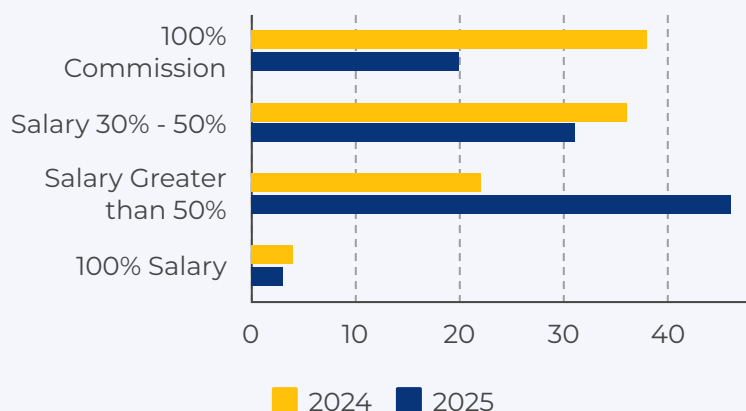
Hybrid Work (68%) Remote (21%) In-Office (11%)

**68% of salespeople** prefer a hybrid work schedule.

## Salespeople Are Leaning Away from Commission This Year

46% of sellers favor a salary greater than 50% of their total compensation-more than double the 22% who preferred this structure last year. **Also last year, 38% of salespeople opted for full commission, whereas this year, only 20% selected this option.** This shift suggests that salespeople are placing a higher value on income stability amid headwinds both in the market as well as in the media sales industry itself.

## Which Compensation Plan Would be Best for You?





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# Sales Department Breakdown

Recruitment and team expansion remain key challenges for media sales managers. While fewer managers see hiring as their biggest hurdle, more than 7-in-10 still seek to grow their teams. **Lean sales organizations mean every hire plays a crucial role in revenue generation, making strong recruitment strategies essential.**

**Beyond hiring, sales teams face pressure to generate new business. Nearly a third of managers cite this as their top challenge,** highlighting the need for both talent acquisition and business development. Balancing these priorities will be critical for future success.

Sales teams are also adapting to shifting workplace trends. Hybrid work is widely preferred, and compensation preferences are moving away from commission-heavy structures. **To stay competitive, organizations must align hiring, training, and incentives with the evolving needs of today's sales professionals.**