

THOBE GROUP SALES SURVEY

2009:	20 participants	EEs Submitted:	37,222
EEs Included:	25,045	Accepted Job Matches:	2,726

2009 Participants (18th edition)

ALTERNATIVE SERVICES

Broadband Transmission

Cablevision - Corporate
Cablevision Systems Corporation
Comcast Communications
Global Crossing
SureWest Broadband

CLEC/ICP

Edison Carrier Solutions
Optimum Lightpath
tw telecom

VoIP Services

CBeyond Communications
Verizon Business

Incumbent Local Exchange Carrier

CenturyLink (merger CenturyTel & EMBARQ)
SureWest Corporate
SureWest Telephone
Verizon Telecom

WIRELESS

Cellular Transmission

Crown Castle USA, Inc.
Southern LINC
U. S. Cellular
Verizon Wireless

PCS/SMR Services

MetroPCS

2010: As of 1/20/10, companies joining/rejoining the participant group: AT&T, AT&T Wireless, Charter Communications, DirecTV, PAETEC, and PGI (formerly Premiere Global).

Schedule

Preliminary materials sent	April
Job Match Meetings	April
Questionnaire available online	May
Data Effective	June 1
Last Submission Date	June 15
Results Publication	August

Participation Fee

2010 Participation	\$4,000
Purchase 2009/Participate 2010	\$12,000

The 2010 survey is open to adding new job families; we are holding a meeting in Atlanta in early March to finalize the job list. The current job list is displayed on the following pages.

2010 Thobe Sales and Sales Support Survey Jobs

* New in 2010

Job families in **bold** include separate analysis of pay practices for VoIP skills.

	Management					Individual Contributor/Rep						
	Top	4th	3rd	2nd	1st	Sr Strat	Strat	Major	4	3	2	1
Selling Jobs												
Building Access Sales				X						X	X	
Carrier Sales - Management	X	X	X	X								
Carrier Sales - Account Executive							X	X		X	X	
Carrier Sales - Account Management										X	X	
General Business Sales - Management	X	X	X	X	X							
General Business Sales - Account Executive						X	X	X	X	X	X	X
General Business Sales - Account Management									X	X	X	X
General Business Sales - Hunter/Farmer									X	X	X	X
Indirect Sales	*	X	X	X	X			X		X	X	X
Indirect Retail Sales				X						X	X	
MDU (Multiple Dwelling Unit) Sales*	*	*	*	*	*			*	*	*	*	*
Professional Services Sales			X	X			X	X		X	X	
Residential Sales			X	X	X				X	X	X	
Retail Sales	X		X	X	X						X	X
Sales and Marketing	X											
Sales and Operations	X		X	X								
Shared Tenant Access Sales				X						X	X	X
Telesales	X		X	X	X				X	X	X	X
	Management					Individual Contributor						
	Top	4th	3rd	2nd	1st	5	4	Lead	3	2	1	
Sales Support Jobs												
Contracts Administration			X	X			X		X	X	X	
Customer Sales & Service	X	X	X	X	X			X	X	X	X	
Proposals			X	X					X	X	X	
Retail Merchandising			X						X	X		
Sales Compensation			X	X					X	X	X	
Sales Coordinator									X	X		
Sales Operations			X	X					X	X		
Sales Project Management				X			X		X	X	X	
Sales Support Engineering	*	*	X	X	X	X	X		X	X	X	
Sales Training			X	X					X	X		
Single Point of Contact (SPOC)									X	X		

GBS-115	General Business Sales - Rep 3 (Hunter & Farmer)
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Function: Individual contributor sales job responsible for larger and/or more complex products/services and/or accounts with BOTH HUNTER and FARMER responsibilities

<	=	>	N/A	Job Component Statements
	100%			1 Individual contributor HUNTER/FARMER sales/account management job responsible for larger and/or more complex products/services and/or accounts
	64%		36%	2 Prospects for new customers
	79%		21%	3 Sells to new accounts/customers
	100%			4 Sells to current customers (account penetration activities)
	100%			5 Account retention (post-sale) activities
	100%			6 Strong knowledge of a broad range of reported BU products/services
	100%			7 Strong knowledge of a broad range of competitors' products/services
	100%			8 @ Sales cycle less than 1 year
		100%		9 @ Sales cycle 1 year or longer
	7%		93%	10 Sells ONLY to Government Accounts
		100%		11 # PRIMARY focus is selling equipment
	50%		50%	12 # PRIMARY focus is selling landline AND/OR wireless services
	43%		57%	13 # Sales accounts EVENLY SPLIT between landline/wireless services and equipment
	7%		93%	14 # PRIMARY focus is selling VoIP services
	36%		64%	15 Reported BU has international sales
	36%		64%	16 Job has responsibility for closing international sales
	64%	36%		Reports To General Business Sales - 1st Level Management (GBS-050)
	100%			Education Equivalent of Bachelor's degree (no specific discipline required)
	14%	86%		Experience 5 - 8 years sales experience usually in telecommunications, electronics or high-tech environment(s)
	100%			Overall Job Match

GBS-115 General Business Sales - Rep 3 (Hunter & Farmer)

Total Cash

	Company Count	EE Count	10th Percentile	25th Percentile	Median (50th Pctile)	Average	75th Percentile	90th Percentile
Target								
2009	9	363	\$93.5	\$101.0	\$121.1	\$123.2	\$145.9	\$153.0
2008	9	254	\$92.8	\$98.5	\$116.6	\$119.3	\$140.2	\$151.1
Actual								
2008	9	254	\$73.1	\$84.9	\$100.5	\$114.2	\$123.7	\$159.8
Percent of 2008 Target Achieved	9	254	65.4%	75.0%	88.0%	95.7%	103.4%	126.6%

2009 Targeted Mix Profile

	Avg % of Mix	Company Count	EE Count	10th Percentile	25th Percentile	Median (50th Pctile)	Average	75th Percentile	90th Percentile
Base < 60% of Target Total Cash									
Current Actual Base Pay	48%	7	242	\$49.7	\$52.8	\$58.0	\$57.8	\$62.8	\$67.2
Target Variable Pay	52%	7	242	\$42.0	\$45.0	\$60.0	\$67.2	\$90.0	\$90.0
2009 Target Total Cash	100%	7	242	\$93.5	\$98.4	\$121.9	\$125.0	\$149.9	\$154.5
Base = 60% - 79% of Target Total Cash									
Current Actual Base Pay	63%	4	121	\$63.7	\$67.7	\$75.7	\$75.7	\$84.0	\$89.0
Target Variable Pay	37%	4	121	\$32.5	\$42.0	\$45.0	\$43.9	\$50.0	\$50.0
2009 Target Total Cash	100%	4	121	\$97.5	\$109.6	\$120.8	\$119.5	\$132.4	\$139.0
Base = 80% - 99% of Target Total Cash									
Current Actual Base Pay		0	0						
Target Variable Pay		0	0						
2009 Target Total Cash		0	0						

2008 LTI	Jobs Eligible 14%	Equity Only 50%	Cash Only 0%	Employee Choice - Cash/Equity 0%	Company Choice - Cash/Equity 50%
2009 LTI	Jobs Eligible 14%	Equity Only 50%	Cash Only 0%	Employee Choice - Cash/Equity 0%	Company Choice - Cash/Equity 50%

Other Pay Data Displays

	Avg Rev (\$MM)	Co Cnt	EE Cnt	2009 Target Total Annual Cash			
				25th	50th	Avg	75th

Industry Group

Alternative Services	\$6,581	4	147	\$140.5	\$148.0	\$139.1	\$153.0
Local Exchange Carrier	\$103	3	72	\$93.7	\$97.0	\$99.7	\$102.1
Wireless		2	144				

Metro Area

Atlanta, GA	\$9,165	4	9	\$112.5	\$148.8	\$133.7	\$154.3
Boston, MA	\$11,787	3	13	\$96.1	\$99.7	\$107.1	\$117.5
Chicago, IL	\$22,974	3	17	\$96.9	\$106.8	\$108.3	\$121.7
Dallas/Ft. Worth, TX	\$7,653	3	21	\$112.3	\$144.0	\$130.6	\$145.9
Denver, CO	\$9,432	3	5	\$93.5	\$131.7	\$123.1	\$148.6
Los Angeles, CA	\$8,968	3	22	\$99.7	\$136.0	\$127.6	\$149.8
Minneapolis/St. Paul, MN		2	4				
New York, NY		2	25				
Phoenix, AZ		1	3				
San Francisco, CA	\$15,992	3	13	\$120.0	\$129.2	\$132.2	\$157.0
Seattle, WA		2	7				
St. Louis, MO		1	1				
Washington, DC	\$13,303	4	25	\$97.0	\$118.6	\$115.9	\$132.4

Regional

Metro - All	\$10,713	9	358	\$101.0	\$121.6	\$123.3	\$146.1
Rural - All	\$13,936	3	4		\$102.9	\$110.0	

North Central - All	\$13,607	6	62	\$101.0	\$116.5	\$120.4	\$141.7
Northeast - All	\$8,710	5	74	\$95.5	\$105.6	\$109.3	\$118.4
South Central - All	\$10,805	5	70	\$106.3	\$139.1	\$127.5	\$146.5
Southeast - All	\$10,169	6	93	\$104.3	\$130.0	\$127.2	\$149.1
Western - All	\$11,124	5	63	\$114.3	\$138.8	\$131.5	\$151.6

1 COMPANY REPORTED >33% OF DATA SAMPLE.

Other Pay Data Displays

	Avg Rev (\$MM)	Co Cnt	EE Cnt	2009 Target Total Annual Cash			
				25th	50th	Avg	75th

North Central - Metro	\$13,138	6	60	\$101.0	\$116.5	\$120.5	\$142.5
North Central - Rural		2	2				
Northeast - Metro	\$8,710	5	74	\$95.5	\$105.6	\$109.3	\$118.4
South Central - Metro	\$10,805	5	70	\$106.3	\$139.1	\$127.5	\$146.5
Southeast - Metro	\$10,388	6	91	\$105.4	\$131.8	\$127.7	\$149.2
Southeast - Rural		1	2				
Western - Metro	\$11,124	5	63	\$114.3	\$138.8	\$131.5	\$151.6

Sales Focus

Wireline/Wireless Svc	\$6,361	6	153	\$139.3	\$148.0	\$137.9	\$152.9
Equipment and Svc	\$13,563	3	198	\$97.0	\$108.5	\$111.1	\$121.7
Primary VoIP		1	12				