

Study by Elecio Consulting – March 2013

“Which remunerations to attract sales professionals in North Africa (Algeria, Morocco, Tunisia)? ”

Abstract

As part of our business head hunting / recruitment in the Mediterranean area and in particular for vacancies in North Africa, we have identified an interest of economic actors to follow up the evolution of wages in a rapidly evolving environment, starting from real data and not statements nor estimates. We aim to share our experience and knowledge accumulated from 2010 to 2012 on the issues of compensation, through recruitment missions / head hunting which we have been entrusted.

Objective of the study

Our goal with this study is to clarify the issue of remuneration in the market in three countries of the Maghreb (Morocco, Algeria, Tunisia) detailing the profile of candidates by companies, that is to say, by specifying for a type of position offered, the profile of candidates, current remuneration, remuneration desired ... and making them "talk" about their perception of the opportunities offered by companies: attractive candidates for opportunities in personal, professional and in terms of remuneration. We also make observations on the best way to attract business skills and draw lessons on remuneration policies practiced today in the Maghreb countries in companies that want to recruit the best talent.

The study sample

The study summarizes information on candidates based mainly in North Africa but also in other countries (Canada, France ...) who have applied for opportunities located in Morocco, Algeria or Tunisia. These opportunities were and open during the period from 2009 to 2012 and originated from very diverse sectors. Among the 14 main sectors of origin of applicants: Electrical industry, real estate, energy, retail, IT, web hosting, food industry, telecommunications (services and equipment), construction, automotive, engineering, chemical industry, administration ... These candidates have been shortlisted by Elecio Consulting on the basis of the criteria set by our customers and their applications have been validated by them. The study focuses on a sample of sixty short listed candidates, selected from a population of about 450 candidates who have been approached directly by our consultants and who responded to our ads. A number of these candidates received job offers and some of them were hired.

The study provides information on the current salary of candidates and highlights their expectations regarding the level and nature of remuneration. The items listed can be used as benchmarks to those responsible for remuneration policies in particular in a crisis environment

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Table of content

Introduction

Objectives.....	1
Sample	3
Methodology	4
Understanding of results	4
Acknowledgments	4

Results for Maghreb

Global	5
Sales representatives	7
Sales managers	9

Results / countries

Morocco.....	12
Algeria.....	20
Tunisia.....	26

Benchmark Maghreb.....

Key learnings

How to attract sales professionnals	36
Recommended wage policies	37

Conclusion

Authors and contacts