

SALARY GUIDE · UPDATED MAY 2026

Facilities Services Sales Salary Guide 2026

Total remuneration benchmarks for sales and commercial leadership across the Australian facilities services industry — commercial cleaning, security, integrated FM, building maintenance, and multi-site service contractors.

Executive summary

The Australian facilities services market is worth approximately \$40 billion annually and continues to grow at low- to mid-single digits, driven by multi-site contract consolidation, government outsourcing, and the increasing complexity of integrated FM arrangements. Commercial leadership salaries have lifted between 4% and 7% on 2025 across the roles covered in this guide.

The single biggest driver of pay inflation in this category is **contract-size complexity**. Sales leaders who can demonstrably win multi-state, multi-service contracts at \$10M+ annual contract value continue to command meaningful premiums, particularly in PE-backed providers where exit-value compounds with revenue scale. New-business hunters with verifiable track records of winning enterprise tenders are the most contested talent in the category — and that contest is reflected in OTE structures that now routinely exceed base by 50–80%.

Conversely, account-managed "farmer" roles in stable, renewals-led portfolios have seen more modest growth. The market continues to differentiate sharply between hunters and farmers, and we recommend hiring managers do the same when structuring compensation.

Methodology

Figures are total annual remuneration in Australian dollars (AUD), expressed as **base salary + on-target earnings (OTE)**. OTE assumes 100% target achievement. Ranges represent the 25th to 75th percentile of the data available to us. Data is drawn from: published 2026 salary surveys (Hays, Robert Walters, SEEK Snapshot), advertised role data on Seek.com.au, and APB Strategy's own market mapping across more than 150 placements in Australian facilities services. Sydney premium reflects CBD-based national commercial roles. State loadings apply uniformly across role bands.

SALARY BANDS BY ROLE

Base + OTE by sales role

Brisbane baseline. State loadings apply (see next section). All figures AUD '000.

Role	Base (\$'000)	OTE (\$'000)	Notes
Business Development Manager	\$110–\$150	\$150–\$220	New-business focus; multi-site service contracts \$1–10M ACV.
Senior / Strategic BDM	\$130–\$180	\$200–\$280	Enterprise & national accounts; \$5–25M ACV; equity common in PE-backed firms.
Sales Manager	\$140–\$180	\$200–\$260	State or regional team leadership (3–8 reps); personal book + team override.
National Sales Manager	\$170–\$220	\$250–\$350	Multi-state team leadership; national accounts strategy; P&L; exposure.
Commercial Director	\$200–\$280	\$350–\$500	Owns commercial P&L; pricing, and growth across verticals; C-suite reporting.
Sales Director	\$220–\$300	\$400–\$550	Top-tier commercial leadership; equity participation typical in PE-owned firms.

STATE VARIATIONS

Regional loading by capital city

State	Loading	Context
Sydney NSW	+5% to +10%	Highest premium. CBD-located national HQs; complex multi-site portfolios.
Melbourne VIC	+3% to +5%	Strong second market. Large commercial cleaning + integrated FM concentration.
Brisbane QLD	Baseline	Used as the national reference for this guide.
Perth WA	+5% to +8%	Mining-adjacent FM commands a premium for camp, remote and resources contracts.
Adelaide SA	–3% to –5%	Smaller commercial market; defence-adjacent FM contracts are the upside.

MARKET TRENDS 2026

What's moving the market

PE consolidation is rewriting compensation structures

Private equity ownership of mid-tier facilities services providers continues to accelerate in Australia. PE-backed providers are increasingly offering equity-style participation (LTI plans, phantom equity, retention bonuses) to senior commercial hires, particularly Commercial Directors and Sales Directors who own the growth thesis. Base salary alone is no longer competitive at the top end — total package conversations should include cash, variable, and equity-style components.

Multi-service integrated FM is the premium category

Sales leaders who can win contracts that combine cleaning, security, building maintenance, and waste under one integrated agreement (IFM) consistently command 10–15% premiums over single-service equivalents. The skill of orchestrating multi-stream bids — and presenting to procurement teams who are themselves consolidating vendor panels — is the highest-value commercial competency in the market right now.

Government and healthcare contracts are tightening compliance, lengthening cycles

Federal and state government tenders, plus the largest private healthcare networks, have lengthened their sales cycles 20–30% over the past two years. Compliance, modern slavery reporting, and security-cleared workforce requirements are now standard. Commercial leaders with demonstrable experience navigating these specific buyer archetypes carry a premium that often isn't visible in advertised salary ranges.

The "hunter–farmer" pay gap is widening

Pay differential between true new-business hunters and account-managed farmer roles has widened materially in 2026. Hunters with verifiable two-year track records of signing \$5M+ first-time contracts now sit comfortably in the top quartile of OTE. Account managers in stable renewals portfolios remain closer to base. Hiring managers structuring commercial teams should be deliberate about which type they're hiring and pay accordingly.

HIRING INTELLIGENCE

What the top-decile sales leader looks like

Track record specificity

Names contracts won, contract values, and tenure on each. Top performers can describe the specific procurement panel, the competing bidders, and why their bid won — not just the deal size.

Procurement fluency

Reads RFT documents the way an accountant reads a P&L.; Knows the difference between weighted and non-weighted evaluation, and can spot deal-breakers (insurance ceilings, modern slavery clauses, indigenous procurement targets) on a first read.

Operations credibility

Can hold a credible conversation with a head of operations about labour ratios, productivity benchmarks, and mobilisation timelines. Buyers in facilities services smell pure-sales people instantly; the best commercial leaders speak the operator's language.

Pipeline discipline

Maintains a 5x–7x pipeline coverage ratio without being asked. Uses a defined sales methodology (MEDDPICC, Challenger, or proprietary) and applies it consistently. Can articulate where each open opportunity sits and what the next two committed actions are.

Client tenure correlation

Past employers retained them for 3+ years on average. In facilities services specifically, short-tenure resumes (under 18 months per role across multiple consecutive positions) correlate strongly with under-performance — the sales cycle is too long for hunters to demonstrate impact in under two years.

References before offers

Top performers nominate live references early in process — operations heads they worked with, not just managers. The willingness to put a peer on the line for them before an offer is on the table is a strong signal.

About APB Strategy

APB Strategy is a specialist executive search firm headquartered in Sydney. We place revenue-generating sales and commercial leaders into two industries only: Australian facilities services and international freight & logistics. Our exclusive focus gives us candidate networks and market intelligence that generalist recruiters cannot match.

If you're hiring a commercial leader in facilities services and want a confidential conversation about the current market, the candidates we're tracking, and where your proposed compensation sits versus benchmarks, get in touch. Typical response within one business day.

Brief us on a hire → apbstrategy.com.au/contact · team@apbstrategy.com.au · 1300 629 167

Disclaimer. This guide is intended as a market reference, not professional remuneration advice. Individual packages will vary based on company size, ownership structure (PE-backed providers typically pay above market), specific contract portfolio scale, tenure, and individual track record. Figures are valid as of May 2026 and may shift with market conditions.