



2022

# CSM SALARY GLOBAL MARKET TRENDS

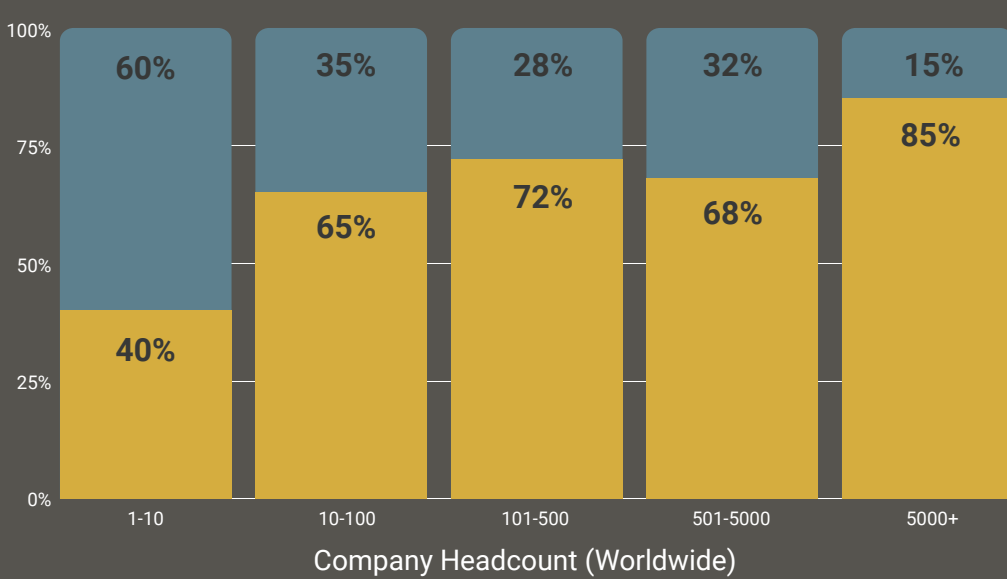
Over **70%** of CSMs are offered a variable pay

Fixed Pay

28%

72%

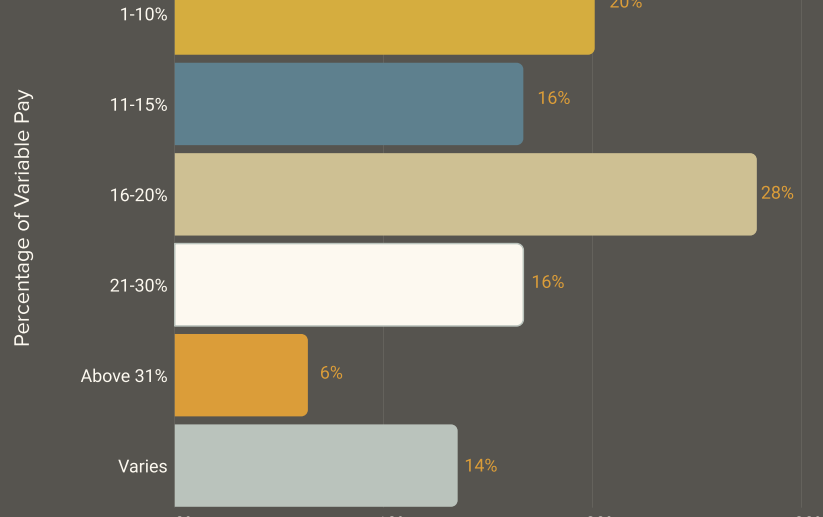
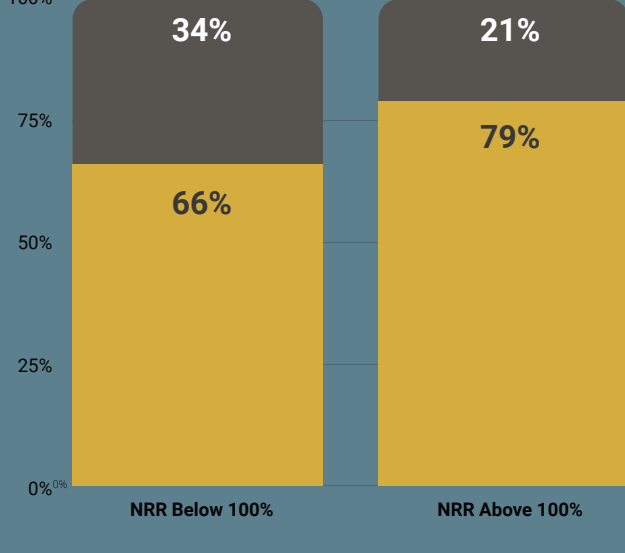
Variable Pay



Variable pay is more common by **45 percent** points in companies that have more than 5,000 employees than those with less than 10 employees

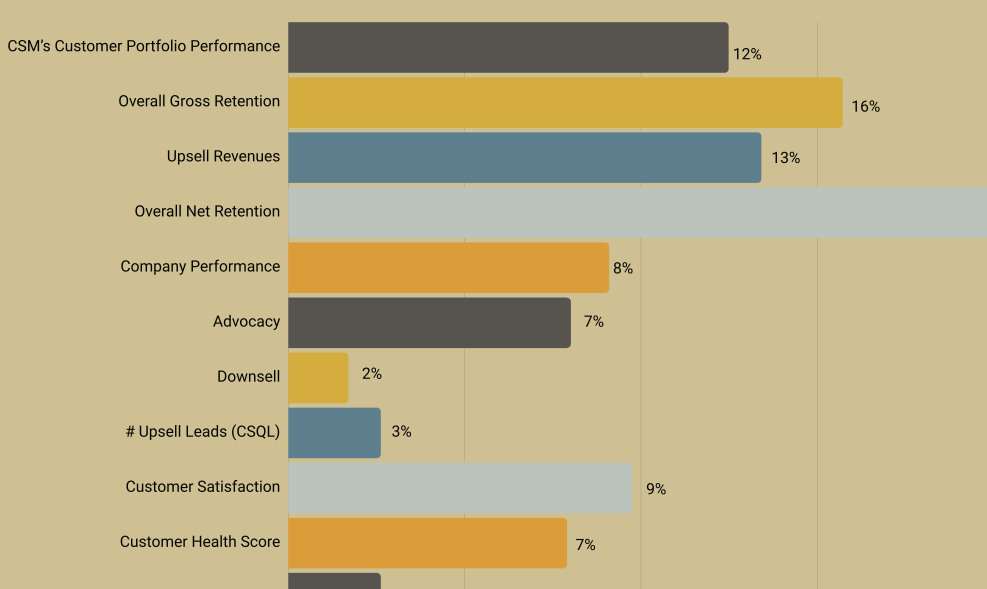
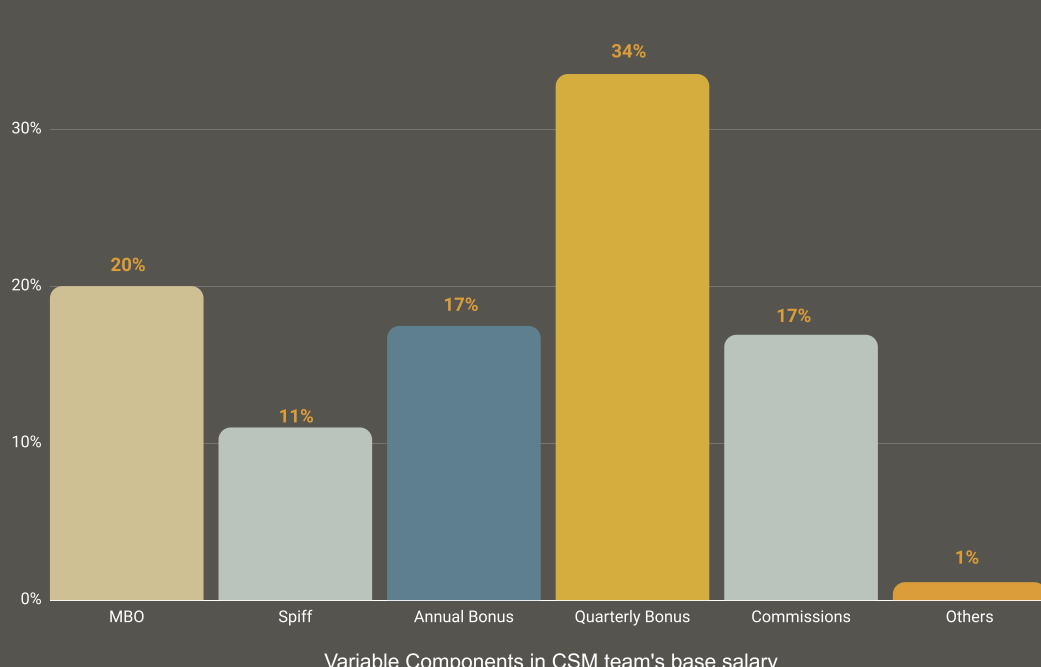
Variable Pay Fixed Salary

Achieving over **100%** Net Retention Rate (NRR) is more common by **13 percentage** points when a CSM is offered a Variable Pay

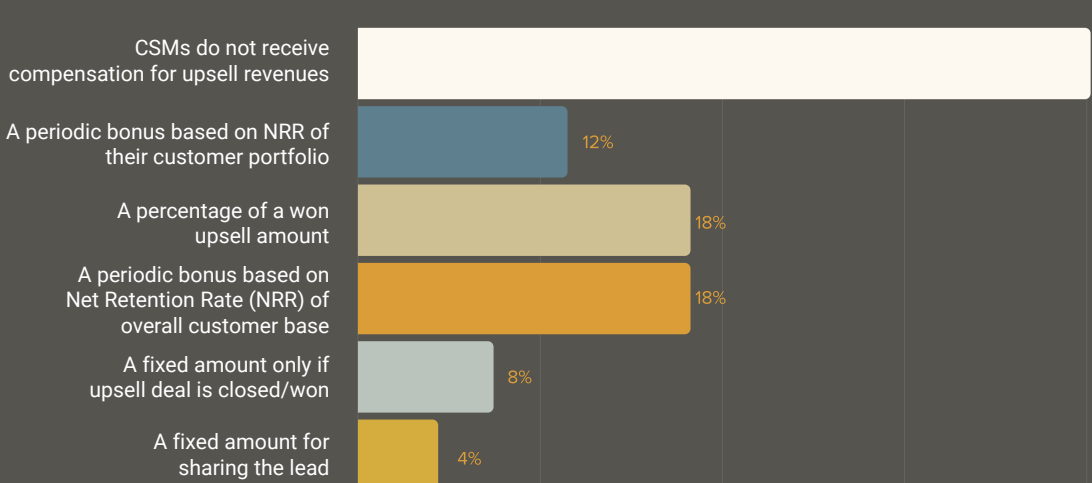


**28%** of CSMs are likely to have their compensation plan composed of **16%** to **20%** variable pay

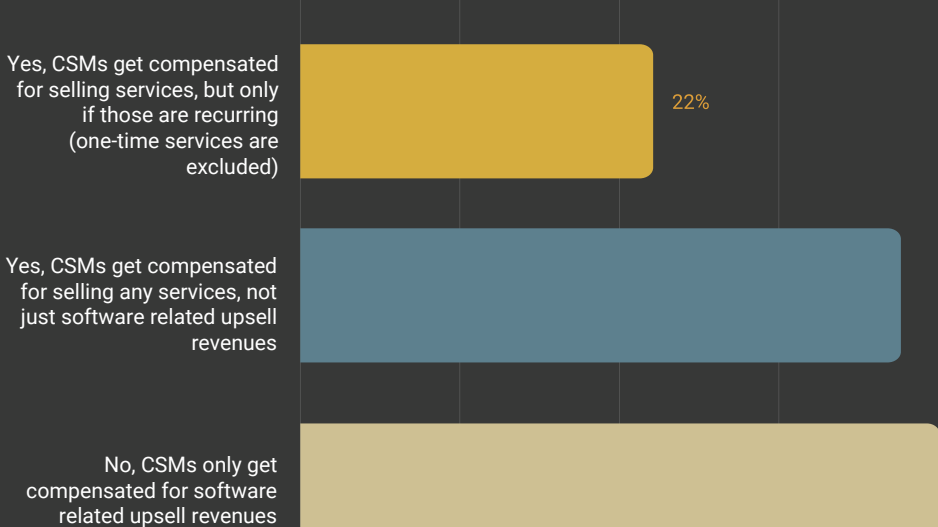
**34%** of those who offer their Customer Success Managers a Variable Pay will pay it out as a quarterly bonus.



Variable payout will be based on Net Retention Rate (NRR) in **1 out of 5** Customer Success organizations



**40%** of CSMs do not receive any monetary incentives on upsell revenues



**62%** will limit the incentives offered to CSMs on upselling services

**26%** of the CSMs will be compensated less on upselling services vs. software

Lower incentive on service upsell than software upsell

26%

74%

Same incentive on services and software upsell

This infographic is based on a Global Market Research conducted by CSM Practice in March 2022.