


# NROTC Telemarketing Sales Rep, (TSR) New Business Commission Study


**“New Business” commission is 45%**

(“Collected” means paid donations to NROTC – NOT PLEDGES SENT!)


**Based on TSR collecting \$20.00 Per Hour X 40 hours per week = \$800.00 per week**

	<b>45% Commission Week – Year</b>
Private	360 – 18,720


**Based on TSR collecting \$25.00 Per Hour X 40 hours per week = \$1,000.00 per week**

	<b>45% Commission Week – Year</b>
Corporal	450 – 23,400

**Based on TSR collecting \$30.00 Per Hour X 40 hours per week = \$1,200.00 per week**


	<b>45% Commission Week – Year</b>
Sergeant	540 – 28,080

**Based on TSR collecting \$40.00 Per Hour X 40 hours per week = \$1,600.00 per week**

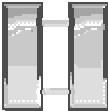
	<b>45% Commission Week – Year</b>
Sergeant Major	720 – 37,440

## OFFICER RANK

**Based on TSR collecting \$50.00 Per Hour X 40 hours per week = \$2,000.00 per week**

	<b>45% Commission Week – Year</b>
Lieutenant	900 – 46,800


**Based on TSR collecting \$60.00 Per Hour X 40 hours per week = \$2,400.00 per week**

	<b>45% Commission Week – Year</b>
Captain	1,080 – 56,160

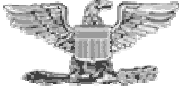
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Based on TSR collecting \$70.00 Per Hour X 40 hours per week = \$2,800.00 per week

	45% Commission Week – Year
Major	1,260 – 65,520


Based on TSR collecting \$80.00 Per Hour X 40 hours per week = \$3,200.00 per week

	45% Commission Week – Year
Colonel	1,440 – 74,880


Based on TSR collecting \$90.00 Per Hour X 40 hours per week = \$3,600.00 per week

	45% Commission Week – Year
Brigadier General	1,620 – 84,240


Based on TSR collecting \$100.00 Per Hour X 40 hours per week = \$4,000.00 per week

	45% Commission Week – Year
Major General	1,800 – 93,600

Based on TSR collecting \$110.00 Per Hour X 40 hours per week = \$4,400.00 per week

	45% Commission Week – Year
Lieutenant General	1,980 – 102,960

Based on TSR collecting \$120.00 Per Hour X 40 hours per week = \$4,800.00 per week

	45% Commission Week – Year
Chief of Staff	2,000 Cap – 104,000 Cap

**Please scroll down and continue reading next page!**

# Why Straight Commission

By: Tom Ruley  
President  
The National Remember Our Troops Campaign

NROTC pays straight commission. This will not change. I know from first hand experience that many people today turn and run when they hear straight commission. My thinking is, give them a few of the facts about straight commission, and if they still want to run, let them go.

So here are a few of the facts about straight commission:

I can tell you most assuredly that those salaried, or salary plus commission or salary versus commission jobs do not give you the opportunity that we offer.

You see, those companies who offer a draw, take the money to pay those draws, off the top end of the earnings that would normally go to the every sales producer, to pay the people on the bottom end of the sales producers. Salespeople who have been around a little bit already know this is true and they also know that most of the top-paying sales positions pay straight commission. I only mention the above because some of you applicants may not have learned this yet. Any salesperson with the right product, who trusts his or her ability, does not need a draw. A draw is too easily taken advantage of. We refuse to penalize all of our sales producers to subsidize the few who either can't cut it or might abuse a draw.

I'd really like to get this point across so I will provide an example: Lets assume that "ABC Marketing Company", like any business with a product to sell, allocates that a certain percentage of all sales, will be paid out in total salaries and commissions. ABC Marketing Company pays every TSR \$60.00 per day OR commissions they may earn. If a TSR has had no sales on a particular day, or for any number of reasons, less sales than an average TSR can produce... where does the \$60.00 come from?... Remember... the company has already allocated a "certain percentage" of all sales will fund the salaries and commissions. THE DIFFERENCE IS HOW THE OVERALL PERCENTAGE IS DISTRIBUTED TO THE TSR'S!... In other words... *"It comes out of the pockets of the other TSR's!..."* I hope you understand this.

Conclusions:...

- While ABC Marketing Company could have paid its TSR's 45% commissions, it can now only pay *for example* only 20% or maybe 25% because it needs to fund the draw.
- The net result is that it hurts EVERY TSR on the top end of their earnings potential.
- ABC Marketing Company's TSR's have average earnings far less than if there was no draw and they were paid straight commission at 45%.
- What's worse is that the \$60.00 per day that is funneling the money from the good producers, is paid out to the poor producers.

You see, the companies paying these salaries or draws are basically looking for "order takers" or at best "average salespeople". Paying an hourly salary or a draw is the only way to attract these less skilled employees. You might be thinking that I am laying this on a little heavy or perhaps exaggerating a little here but allow me to point out this fact:... A company's executives look at their balance sheets and say, "What is the least amount we can pay our salespeople, so that in case sales are slow during any given period, our employee salaries and draws do not put us in the red... I hope you think about this one a little bit.

Organizations like NROTC who want to hire professional salespeople need to be able to offer quite a bit more than the typical "ABC Marketing Companies" in regards to higher earnings potential. To attract professionals, NROTC needs to offer competitive professional earnings. Paying straight commission allows us to do this and also helps us weed out the less ambitious or less qualified people. We mean no harm or disrespect to anyone by saying this and we realize that some people may be better off with a guaranteed salary even if it is less than the potential earnings we offer.

If you think you've got what it takes, we would like you to join our team of dedicated employees.

Thank you for reading. That is all.