

Executive Summary

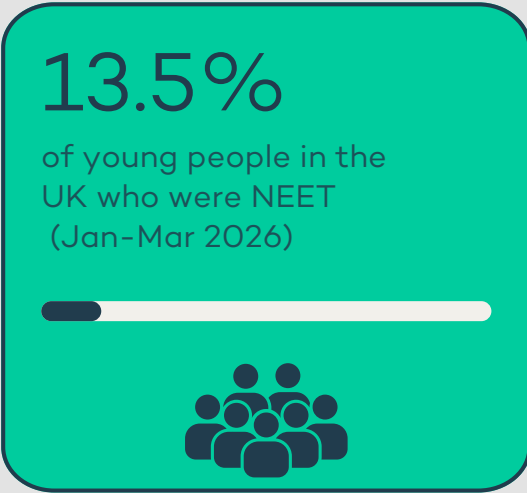
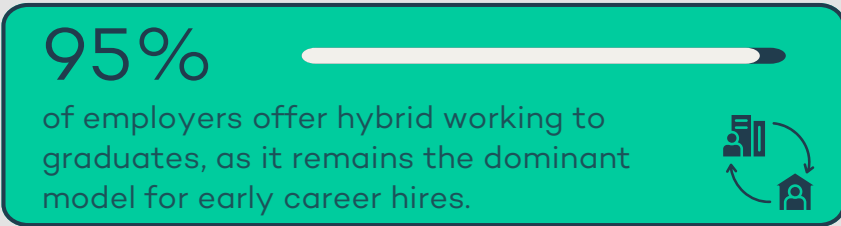
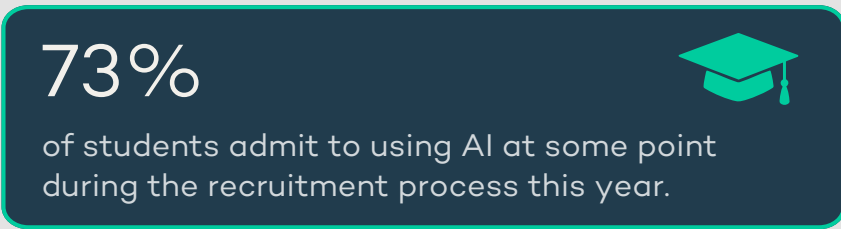
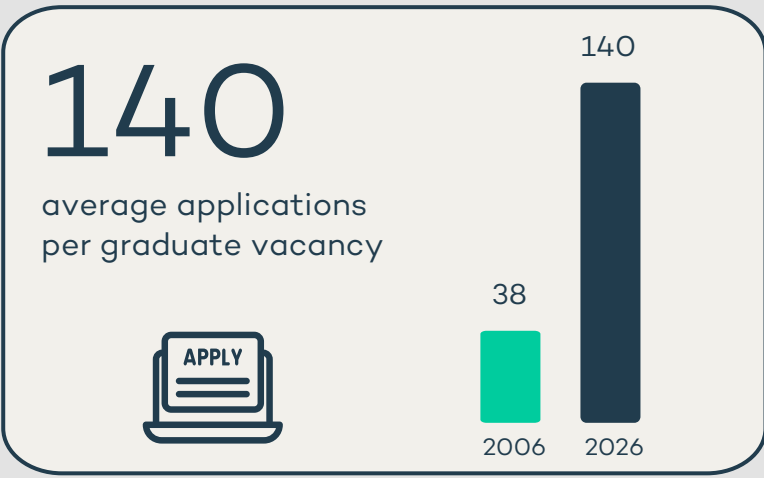
- 1. Graduate recruitment remains resilient, as tech employers continue investing in early-career talent despite wider market uncertainty.
- 2. A decline in graduate vacancies has increased talent availability, creating greater choice for employers looking to secure future sales talent.
- 3. Career progression is a key attraction tool, with clear development pathways helping employers attract and retain the next generation of tech sales professionals.

Sources

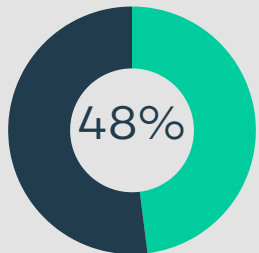
- [ISE Recruitment and Development Survey Data, 2025](#)
- [ISE Prospects' Early Careers Survey, 2026](#)
- [ISE's Development Survey, 2026](#)
- [ONS Employment Labour Market Report, May 2026](#)
- [ISE Recruitment Survey, 2026](#)
- [High Fliers - The Graduate Report, 2026](#)
- [Optifai Data & Insights - Sales Turnover Rates, 2026](#)
- [Eubrics - SDR Ramp Time Insights, 2026](#)
- [GOV.UK - Under-16s Social Media Ban, 2026](#)
- [GOV.UK - The Early Careers Alliance, 2026](#)
- [LinkedIn Talent Insights, 2026](#)
- [NatWest Mentor - Time To Hire Insights, 2026](#)
- [monday blog - SDR Career Path, 2026](#)
- [Glassdoor - SDR Salaries, 2026](#)

Graduate Tech Sales Industry Insights Report

Graduate Market at a Glance

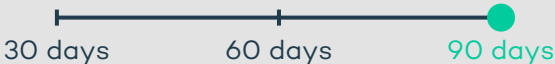


Technology Market



B2B SaaS turnover rate for an SDR

Average Ramp Time



Technology and SaaS average ramp time for SDRs

Graduate Recruitment Trend

- ▼ 2025 Most employers cut back graduate recruitment, but tech sector expanded.
- ▲ 2026 Technology sector expected to grow its graduate hiring again.

Future Talent & Social Media

Future talent may engage differently online. Proposed restrictions on social media access for under-16s could reshape how the next generation discovers brands, develops digital skills and enters the workforce.



Early Careers Jobs Alliance

The Early Careers Jobs Alliance has been launched to help more young people access entry-level roles and build long-term careers as AI continues to reshape the world of work, starting in the digital and technology sector.



Fields of Study

1. Economics
2. Business/Commerce
3. Business Administration & Management

Key Competencies

- Resilience
- Drive
- Commercial Awareness
- Communication
- Adaptability
- Coachability

Candidate Priorities



Salary



Progression



Culture



Flexibility

Time to Hire

UK Average - 25 days

BMS Performance - 10 working days

Average Salary

£29,000 UK average base salary for an SDR

Average Tenure

12–18 months

Typically how long a graduate stays in an SDR role before progressing into an Account Executive position.