

MANIFESTO

- 1 We believe that the lack of women sellers and sales leaders in B2B companies, particularly in industries with “male majority” sales teams, leadership or board is a **LEADERSHIP** issue, **NOT** a women’s issue. Therefore, everyone should be involved and included in the solution.
- 2 We believe that the lack of women sellers and sales leaders in B2B companies **IS SOLVABLE** and we can make strides **NOW**.
- 3 We believe that the leader who says, “we try, but we don’t get any women applying” needs to **TRY HARDER**. Find new answers to address your stagnant situation. We can help.
- 4 We believe that young, recently-promoted-from-sales-into-management leaders need training on style differences and success measurements so that they don’t think a newer woman seller “can’t succeed” because she seems “too nice” or “isn’t aggressive enough”. **SALES HAS CHANGED**, and we know that companies need collaborative problem solvers focused on buyers and who also are great communicators.
- 5 We believe that all new salespeople – men and women – are building their confidence. Men sometimes don’t convey it, and women most often will – so her verbalizing is **NOT** a sign of lesser confidence.
- 6 We believe that women can make great sellers and great sales leaders. We see no reason to continue with only 13-18% of VP sales and above being women. Why **NOT** 50-50?
- 7 Women and men are working together now more than ever to make a sales team a good place for women sellers. Companies are creating leadership roles that parents and other busy adults can hold **WITHOUT** being expected to work 80 hours a week.
- 8 We believe that sellers and sales leaders need great mentors and sponsors who are women **AND** men.
- 9 We believe company leaders want this **TOO**.