

# The Glass Ceiling in Sales is Real Here Are 3 Ways Women Can Break Through It Anyway



## International Women's Day highlights the need for more equity in sales leadership.

For International Women's Day this year, we examined how women are represented across sales teams globally and what we found shouldn't be a surprise. The glass ceiling is as hard and high as it has ever been.

That made us curious. What can we all learn from women in sales leadership to support the career growth of women on sales teams and create more gender equity at the top of sales organizations?

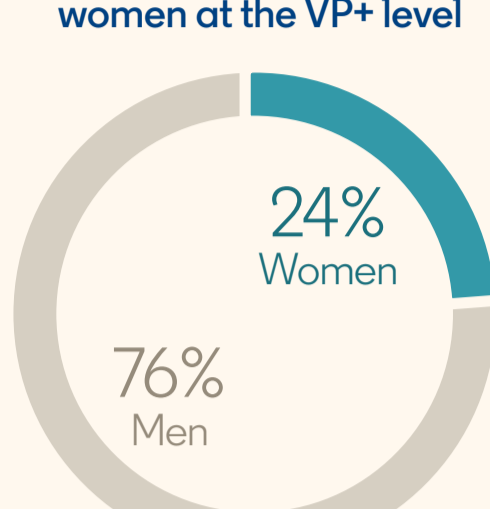


## Here's the stat that lit a fire in our belly.

Women only represent 24% of executives in sales leadership.



Men largely outnumber women at the VP+ level

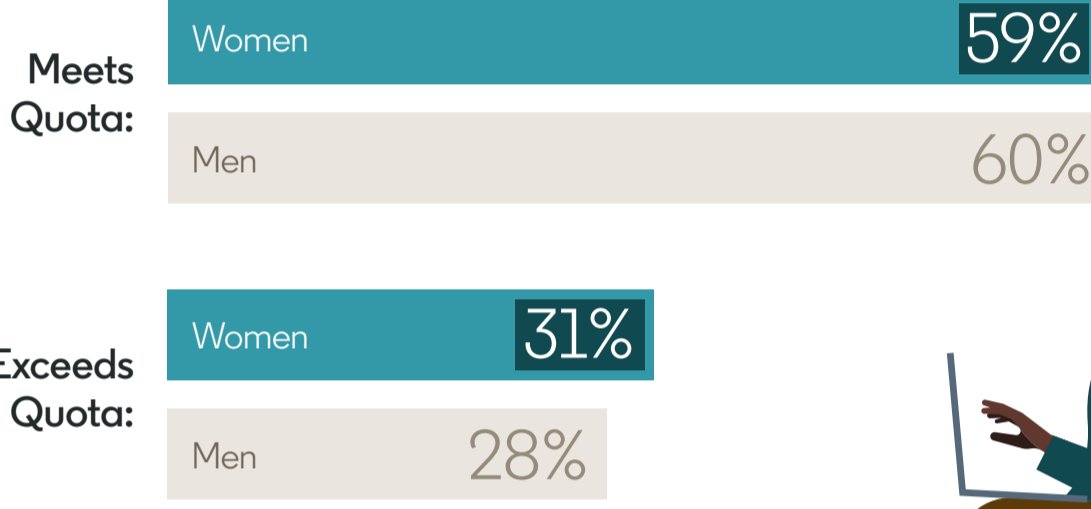


Selection: global sales leaders only (VP+) Source: LinkedIn, 2024

## Women perform equally well as men so let's take performance off the table.

Although there are many factors that contribute to gender disparity in leadership roles, we found that men and women are performing at the same level in terms of both meeting and exceeding their quotas.

### Women and men perform at the same level, in terms of quota attainment



Source: Ipsos



## Here are 3 things that you can do to grow your career.

What can we learn from the women who have broken through the glass ceiling?

Here's what female sales executives are doing — and what you can do, too!

1

Use AI and alerts to save time

2

Invest time into research and relationship building

3

#AlwaysBeLearning

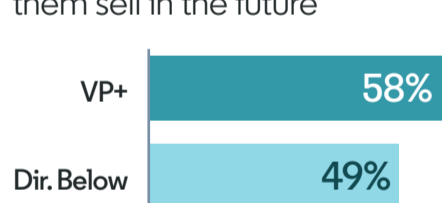
### 1 Use AI and alerts to save time.

Women in sales leadership use AI to become more efficient

Use AI in their sales efforts

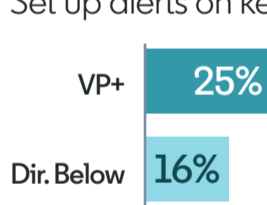


Use AI to create efficiencies to help them sell in the future

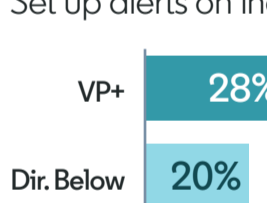


Women in sales leadership are more likely to use alerts to inform outreach or strategy

Set up alerts on key people



Set up alerts on industry news

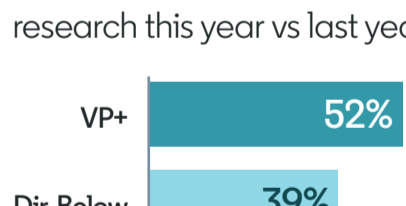


Source: Ipsos, female sales leadership n=302, female sales management to entry level n=232

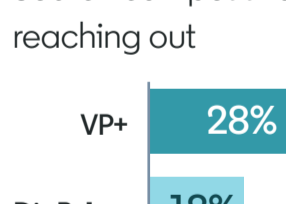
### 2 Invest time into research and relationship building.

Women in sales leadership are spending more time doing research this year than they did last year

Spend more time conducting research this year vs last year

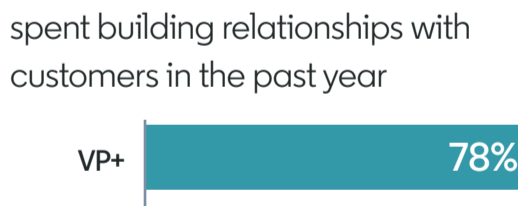


Search competitive news before reaching out

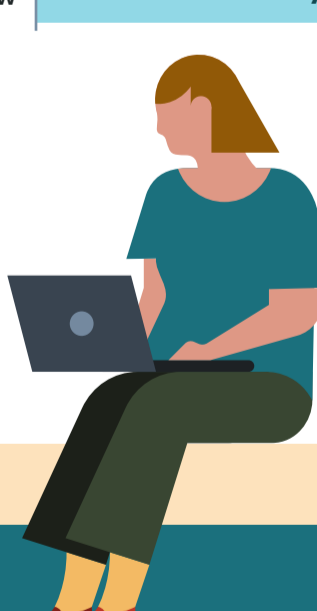


Women in sales leadership spend more time investing in relationships with customers

Increased the amount of time spent building relationships with customers in the past year



Source: Ipsos, female sales leadership n=302, female sales management to entry level n=232



### 3 #AlwaysBeLearning

If you're interested in growing your career in sales, then these are the courses women in sales leadership are taking to hone their skills including their communication and LinkedIn skills.

All of these courses will be open and free for everyone until March 30, 2024.

#### Top 5 LiL Courses Taken by Women in Sales Leadership (VP+)

- 1 [The 3-Minute Rule: Say Less to Get More](#)
- 2 [What is Generative AI?](#)
- 3 [How to Speak So People Want to Listen](#)
- 4 [How to Sell on Value, Not Price](#)
- 5 [LinkedIn Premium Quick Tips](#)

\* Bonus Track: [Learning LinkedIn Sales Navigator](#)

Source: LinkedIn, 2024



## Interested in learning more ways to grow your career in sales?

Check out our newest research for more best practices proven to increase your chance of crushing your quota by nearly 2x.

<https://lnkd.in/deepsales2024>

