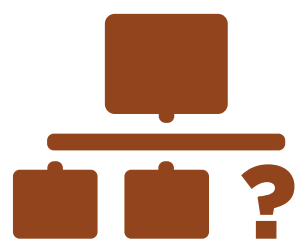


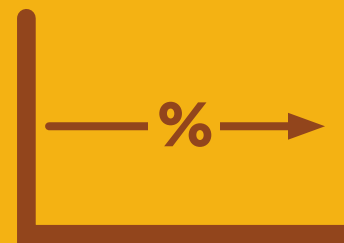
# The Power of Women in Sales

Women are **continually under-represented** in all levels of the sales organization, despite the constant demand for strong performers.



35% of sales managers can't find qualified candidates for open positions.

The percentage of women in frontline sales management has **remained flat for more than 10 years.**



**Only 19% of sales leaders are women**, the second-highest gender equity gap across all functions.

And the gap gets even worse when you factor in pay:

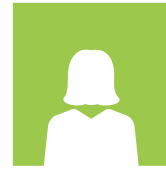
Average quota attainment:

67%



Men

70%



Women

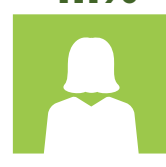
Comparison by average commission rate:

4.8%



Men

4.1%



Women

Average total variable pay and base pay:

\$151,696



Men

\$126,395



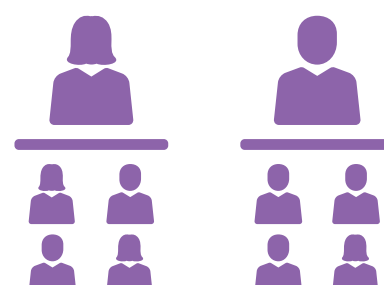
Women

Yet, research shows the **business benefits of investing in women sales leaders are astounding:**



**Lower Attrition:** Women stay in role for 1 year longer than men.

**More Diverse Teams:** Female-led teams are 50% female, while male-led teams are typically only 25% female.



And companies with a high level of gender diversity achieve better business results:



- More than **15,000 customers** than those with low gender diversity

- More than **double the annual revenue** than their average counterparts

- Higher-than-average **market share and profitability**

**Gain the talent advantage by investing in recruiting, hiring, developing and retaining high-performing female sales leaders.**

 **CEB**  
is now Gartner.