

# 18 WAYS TO DIVERSIFY YOUR SALES TEAM AND GROW ROI



Our Dreamforce 2016 panel came up with these ideas - what additional ideas do you have?  
Please submit YOUR tips to [lori@womensalespros.com](mailto:lori@womensalespros.com)

1. Many companies include one woman in the mix when interviewing for a specific sales role because they believe it will help them get more women into their organization. A recent study shows why this doesn't work. Instead, have **two women** candidates.

2. Many times we've seen a male sales leader first hand say that a woman on his sales team is **"too nice"**, **"can't close"** or **"isn't working out"** because she has a different style. Make sure your leaders are trained on how styles can vary - especially between men and women or cultures. This is critical for retention.

3. Look in **non-conventional places** for potential women sales candidates - auto rental companies, hotel reception, and retail where there is high commitment to service.

4. **Promote sales careers** as a way to break the gender pay gap. Most sales jobs pay on performance regardless of gender.

5. Debunking the sales persona to **educate young women and girls** - There are many types of B2B sales roles and today's sellers must enjoy helping others, problem solving, and building relationships.

6. When recruiting for a sales position, include words like **collaboration** instead of competition and phrases like "driving business outcomes".

7. Create **forums for conversation** with women regarding their careers in Sales and Sales Management - encourage dialogue around applying for positions with increasing levels of responsibility. Have women leaders discuss how they have navigated their careers to date - have them provide **specific examples** of how they have **balanced their work and personal lives**. Note: the **more specific the better** as these paint a clear picture of what is possible and achievable for women with children and may also be helpful to those without kids (or who are hiring parents in sales roles).



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8. Have **data-driven, fact-based** discussions around the benefits of sales teams with **both** men and women. Leverage findings from Xactly Corp, CEB, McKinsey, DiscoverOrg and others into conversations.

9. **Find, uncover** and **groom** female talent. Knowing that women are less likely to 'raise their hands' and apply for positions until they are 100% confident they have all the skills required, remind colleagues that they very likely have hired 'less qualified' men for roles on their teams.

11. If you do on-campus recruiting, **connect** with the career placement folks at the colleges you've selected, and make sure you are participating in programs and fairs that are **designed for diversity**.

10. If your company does on-campus recruiting, **consider HBCUs** (Historically Black Colleges & Universities).

12. Hire interns through programs like **JUMA Ventures** and **100 Black Men** (chapters in every major city).

13. Establish **voluntary training** (not mandatory) to promote diversity, and to **educate** on important topics like **unconscious bias**. Mandatory training triggers defensive reactions.

14. If your company has **affinity groups**, lead by example and join them – and **participate actively!** It is amazing how much you will learn. You will be acknowledged for doing so and it will **encourage others** to do the same.

15. Accept that **systemic unfairness** and **unconscious bias** exist. If you can't acknowledge that, you won't get far. The right stance is not "we are doing pretty well" but rather **"what can we be doing better?"**

16. **Collect data**. Sometimes we don't understand the scope of an issue until we look at the data. What % of your team is female? What % of your Director level, your VP level, is female?

17. Beware of self-evaluations. **Women tend to grade themselves harder**, and take a more critical view of their own work, compared to men.

18. **Leverage transparency and social accountability to encourage change**. Deloitte and MIT began to share raise and promotion data across a broader group of managers and executives; this had a huge impact on pay equality and representation of women and minorities in management.