Wanted: More Women in Sales

Hiring high-performing women in B2B sales can help businesses gain a competitive edge, but diversity efforts haven’t worked so far.

Women make up 50% of the entry-level sales talent pool but remain scarce in sales leadership roles.

Only 30% of senior sales leaders are women.

Women are underrepresented at lower levels of the sales organization as well:* 23% of sales representatives 15% of frontline sales managers

Perception and reality don’t match. There’s a yawning gap between what sales leaders perceive and what is actually the case in gender balance.

84% of CSOs are satisfied with the gender diversity of their sales leadership teams.

86% of male sales leaders say women have the same opportunities for advancement as men.

50%+ of sales professionals believe their organizations struggle to recruit and hire women.

61% of women say the same.

Top three barriers to women’s advancement

Travel and lifestyle requirements

Limited female role models in leadership ranks

Reputation of organizational culture

Questions sales leaders should consider to bridge the gap

Is our organization capitalizing on the power of saleswomen in sales?

What steps should we take to assess the current state of diversity in our sales organization?

How can we measure the costs of not realizing the benefits of a fully diverse sales force?

How can we quantify the ROI of efforts to increase gender diversity?

What are the most efficient tactics to increase gender diversity in our sales organization?

Learn more: gartner.com/en/sales

*Percentage of total employment in 2020

Sources: 2020 Gartner Diversity in Sales Survey; 2017 Gartner Women in Sales Survey; 2019 Gartner for HR Leaders

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