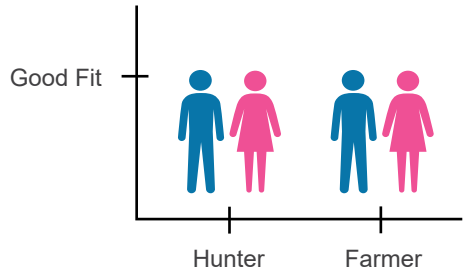


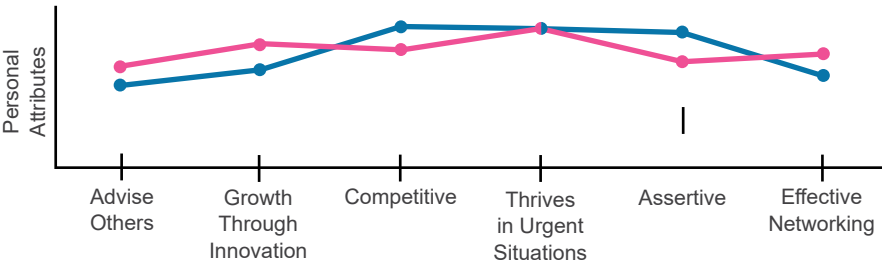
# WOMEN IN THE SALES INDUSTRY

## Gender Diversity - A Pipeline Problem

**Education**  
50% Women are now half of the U.S. college-educated labor force  
[Source: Pew Research. 2019]

**Sales is still a BOYS' CLUB**  
39% Sales function  
19% Sales leadership roles  
3%+ Women in sales over past decades  
[Source: Forbes. 2018]

**Think Different**  
Historical bias traditionally classifies men as "hunters" and women as "farmers."  
**Look at what the DATA show:**  
Men and women score similar across benchmark sales roles  
  
[Source: GrowthPlay. 2020]

**Personal Attributes**  
Traditional stereotypes describe men as "assertive" and "competitive" and women as "relationship focused" and "passive." The data show that the actual difference in personal attributes is narrower than previously thought. Our read is that old stereotypes need to be replaced with new evidence that women are just as equally suited for roles in sales.  
**Look at what the DATA show:**  
  
[Source: GrowthPlay. 2020]



Sales organizations need to hire more women and help them move into leadership positions.

Want to know more about the research behind GrowthPlay's women in sales data?

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