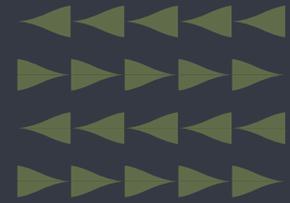
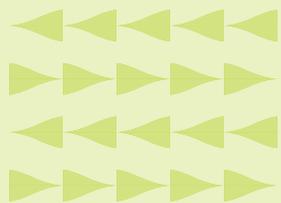




eBook

How the Tough Get Going:

Women Sales Leaders on Reaching Your Goals, Even in Challenging Times



Introduction

We asked 100 women sales leaders a simple question: “What is your one piece of advice for salespeople striving to reach (or surpass) their goals regardless of outside factors?” This selection of their responses constitutes a master class in navigating your way to sales success, even in choppy seas.

October is Women in Sales month. To mark the occasion, we reached out to 100 women in roles ranging from CEOs to company founders, sales directors, AEs, SDRs, and every role in between, and asked them to share their secrets to success, especially when the going gets tough.

Each of these amazing women made our [100 Powerful Women in Sales 2023](#) list, created in partnership with Women in Sales, an organization focused on “elevating, empowering, and promoting women within the sales profession.”

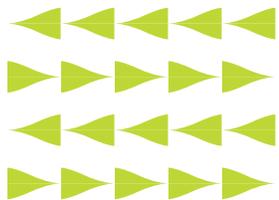
The insights and wisdom they shared about achieving sales success can help anyone working in sales, no matter their gender, sales role, or industry. We’ve curated, edited, and organized their sage advice into five distinct categories:

- 1. Control the controllable**
- 2. Build strong relationships**
- 3. Focus on strategic planning and execution**
- 4. Learn new sales approaches**
- 5. Understand customer challenges and customize solutions**

We hope you can learn from and apply these tips to drive your own sales success. These women exemplify that “when the going gets tough, the tough get going.”

Control the controllable

Sales is a challenging profession, even in the best of times. But when markets become volatile and uncertain, sales professionals need to focus on controlling the things they can control, including their mindsets and daily activities. Here's how:



Control the controllable



Control what you can control: your daily habits, efforts, proactiveness, and willingness to learn and grow. There will always be external factors, [but] all that's in our control is ourselves and how we show up every single day.

Carrie Bosworth

SVP of Sales
Checkr, Inc.



Controlling includes — but is not limited to — **your attitude, asking for help, work ethic, creativity in achieving your goals, follow-up time, and collaboration with the supporting teams around you.**

Grace Presnick

Sr. Enterprise Account Executive
Outreach



Your mindset is the vehicle and discipline is your fuel. Sales tools help, but **nothing will replace having to consistently put in the work to research new market trends, know your customers, and follow up with your prospects** to reach your goals.

Amarli Monderoy

Lead Generation Specialist
Trans World Compliance

Control the controllable



Write your own narrative and own it. Make sure it's yours and no one else's. You are the master of your destiny, which means only you can take steps to make that destiny a reality. Commit. Do the work. Be open to feedback. Seek it out with curiosity. As you learn and gain expertise, balance it with what you don't know.

Anne Pao
Founder & CEO
Ignite Consulting



List building, a/k/a prospecting, is the single most important part of your day. Better lists equal better outcomes. By devoting time and energy to building a good prospecting list you can control your own destiny, build your pipeline, and build for your future. Without prospects, there is no opportunity to sell.

Cynthia Handal
Head of Global Sales
Simera



Sales is personal. **We each have a unique way of engaging with different talents and abilities. Trust your own judgment in situations** — build your intuition and do not follow the loudest voice. You have a personal responsibility to develop the talents you've been given. This will take you far past the metrics, egos, and companies. It will create a path of true impact and authenticity.

Erin Moore
Director of Sales
Centerspan

Control the controllable



Prioritize time for mental breaks. There will always be distractions, bumps in the road, overwhelm, and even days where you just want to say, F' it. I'm out. When it gets that bad, or better yet before then, **take a mental break. Go outside. Go for a run. Take a walk. Talk to a mentor, coach, or friend. Do something completely unrelated to work.** Making time for yourself may sound like something you don't have time for, but the best salespeople make time for mindset resets.

Gina Stracuzzi

Women in Sales Leadership Forum Co-Founder and Program Director
Institute for Excellence in Sales



You are the captain of your own yacht. No matter the external tides, your drive and resilience will chart the course to your goals.

Lisa (Siqueira) McClure

Regional Vice President - Commerce
Salesforce



Build and practice resilience. The best reps believe in themselves, their product(s), and their company in the face of adversity to help them power through the noise. One tactical way to do this: Celebrate the incremental wins along your professional journey and document key accomplishments in a 'hype' doc. Include things like feedback from a client, performance reviews, photos from celebrating the wins, awards, etc. These can be helpful reminders when navigating difficult circumstances in the future.

Dini Mehta

Former CRO
Lattice

Control the controllable



If you ever feel like you may not meet the requirements, do it anyway and **go above and beyond to show why you deserve to be in the room** with the ones that made it

Kennedy Nicholson

SDR I - Inbound

Qualtrics



Striving is a heads-down, getting-it-done attitude. The first thing is to **elevate your altitude to thriving which requires a success mindset that sees past current circumstances.** And that is Creating BIG targets and a BIG vision viewpoint.

B - Believe in the I'mPossible. Great achievements are first envisioned by their creator.

I - Imagination is infinite. Use your thoughts to forge your resilience to succeed.

G - Gratitude is a game changer. Every relationship you appreciate will appreciate.

Meshell R Baker

DEI Certified Sales Confidence Igniter |
Authentic Selling Crusader | Keynote Speaker
Meshell Baker Enterprises, LLC



My advice would be - **keep your eye on the prize and always laugh it out!** The biggest superpower you can have is the ability to laugh out during tough situations and still be able to find the light at the end of the tunnel. The way you'll have your eye on the prize is by understanding the why behind it. :)

Ranjitha Raghunathan

Enterprise Accounts Sales Manager,
Devices and Services
Google

Control the controllable



You must hold yourself accountable for your own quota by self-sourcing enough deals to get you to your quota all on your own. **Do not rely on your BDR, inbound leads, event leads - do the prospecting work that will get you there on your own** and allow all the other meetings set for you to be the icing on the cake. I'd never leave my destiny & success in someone else's hands.

Samantha McKenna

Founder

#samsales Consulting



Reaching your goals regardless of outside factors (mostly out of your control) requires a combination of mindset, adaptability, and commitment. Focus on what you can control and influence...**Commit to the goals you have set by always tracking your progress and optimizing where needed but do not forget to celebrate all wins rather small or big- CELEBRATE IT.** You must commit to your routine and not let other things that are non-revenue generating get in the way like useless internal meetings etc. Lastly, be adaptable and be ready to face change if/when it hits. Think of change as your time to learn and grow and understand that you are not alone.

Shawanda Roberts

Global Vice President of Sales

& Marketing Activation

Frost & Sullivan



You cannot make people answer the phone- but you can make the call.

You cannot make people read your email- but you can write a great one.

You cannot force your value on a prospect- but you can stay focused on the right prospect for your value.

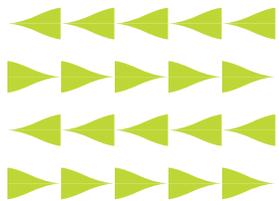
Stephanie Valenti

Chief Revenue Officer

SmartBug Media

Build strong relationships

Sales can feel like a lonely profession, especially when there's a downturn and hitting your numbers feels like mission impossible. But you should never go it alone. Relationships within your team, with coaches and mentors, and with your customers will always be vital for your success. Leveraging relationships is especially important during tough times. Here's how:



Build strong relationships



Double down on building genuine relationships. Find partners to co-sell with, build your network to find friends who will encourage and help you, and ask for referrals. It all ties back to being a human people want to work with — and getting in front of potential buyers in more human-centered ways.

Ashley Coghill

Co-Host, Ashley & Kathrine's Infinite Revenue Playlist



Find someone who reaches their goals despite the tough environment (even if it's another company) who's willing to talk and help you learn how they do it differently.

Alina Vandenberghe

Co-Founder & Co-CEO
Chili Piper



Seek out trusted guidance from mentors and appropriately leverage your internal sponsors when necessary. **Join organizations and prioritize community and networking.** Stay focused, and don't be lured by external factors that can distract you from meeting or exceeding your objectives.

Heidi Solomon-Orlick

Senior Vice President – Business Development
Arise Virtual Solutions Inc.

Build strong relationships



Earn the right to interview and **shadow as many [successful] sales reps as possible — within your company and outside of it.** The focus here is on HOW they do it vs. WHAT they do. How do they structure their day? How do they use the various sales tools? How do they follow up with their prospects? How do they give feedback to their managers when they need support?

Hilary Headlee

EVP, Sales + Customer Success,
Center of Excellence
Insight Partners



It's important to ask for help. It seems so simple, but can be challenging to do. **Asking for help doesn't make you weak or incapable. If anything, asking for help shows dedication to finding the best version of yourself.**

Michelle Orellana

Business Development Executive
QAD



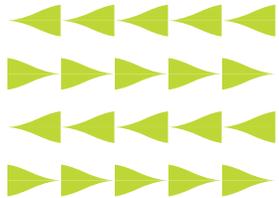
Sales is a team sport and peer-to-peer learning is easier than formal enablement. Share your wins with your team, your lessons learned, your tactics, and where you are stuck. Collaborate with colleagues across functions to ensure a holistic approach to your clients' needs. **Cross-functional partnerships breed success.**

Whitney Sieck

Vice President of Revenue Enablement
Demandbase

Focus on strategic planning and execution

You can't reach the destination called "sales success" without a map to guide you. Strategy is about where you want to focus your efforts and allocate your limited resources, while execution is about how you get there each step of the way. When times are challenging, it's wise to laser focus on your strategy and your tactics, rather than aimlessly chasing after every lead regardless of quality. Here's how:



Focus on strategic planning and execution



It's critical for salespeople to decide what they are going to achieve. Once they decide, they must build an execution plan aligned to their decided target. **A goal is just a goal unless you map the journey to success.** If you don't have a target to map to, you will never get there.

Amy Slater

Vice President, GSI, Global Sales
Genesys



Break down your goals into subgoals and create actionable steps to hit the subgoals — if you miss one day or one week, you can make it up the next day or week. **Hold yourself accountable to the action steps, so you have control versus thinking everything's out of your control** due to outside factors.

Daisy Chung

Sales Director
Orum



Take the time to plan out what will lead to success in your book of business. Identify the most important activities that will get you there and hold yourself accountable weekly, monthly, and quarterly to consistently work your success plan. Your plan likely will change during the year as you learn more through research and conversations. **You should regularly reflect upon and potentially adjust your plan.**

Reva Pellerin

Enterprise Account Manager
Vidyard

Focus on strategic planning and execution



In order to hit, or surpass, your goal, you must **use data to tell you how many activities to perform**. Before you get started, I suggest tracking everything for one month to give yourself a baseline. Examples to track: dials made, dials to connect, connects to demo, emails sent, email replies, emails to demo, and your meeting show rate. Based on these numbers and percentages, use the data to tell you how many activities you need to perform so you can predict how many meetings you'll book and how many will count towards quota.

Jill Bruno

Senior Manager, Sales Development
RocketReach.co



We're all more comfortable in social and email, but deals don't convert over email. DEALS DON'T CONVERT OVER EMAIL! Use social and email to nurture and build credibility. **Use the phone to sell. Pro tip: When you finish typing 'Hi prospect. . .' close that message and call instead.** Using the phone, you'll close more, connect more, and smile more too.

Lauren Bailey

President | Inside/Virtual Sales Advisor | Digital Sales Trainer | Speaker
Factor 8



Block out time to review your pipeline with a strategic lens on where you can add more value or remove friction. Slow down to remember you don't need to speak with every prospect. Instead, take a breath and identify 10 prospects who are worth the extra effort. Q4 isn't about doing more, it's about making sure that you're focused on the right activities.

Leslie Venetz

Founder
Sales Team Builder LLC

Focus on strategic planning and execution



As a champion and believer in the power of Revenue Operations, my advice has to revolve around data, process, and operational rigor. **Adopting strong sales methodologies, practices, and rigor is a big differentiator when it comes to sales.** Be the one who embraces proven best practices and leverages insights to understand what drives the best outcomes.

Rosalyn Santa Elena

Founder and Chief Revenue Operations Officer
The RevOps Collective



Competence trumps everything. There's not a whole lot you need to worry about if you work on becoming extremely competent.

Be competent at all aspects of your job, competent at asking for what you want, competent at delivering what you promised.

Competency has a compounding effect over time and ultimately is what leads to greatness.

Rachel Shi

Strategic Account Executive
metadata.io



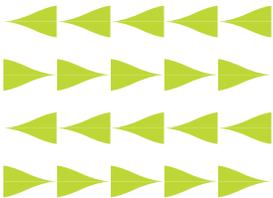
Only Focus on 2 - 4 activities to hit your quota and become the best at it! You will see results and be able to exceed your goals.

Rhasheeda Hughes

Manager of Sales Development
PowerReviews

Learn new sales approaches

The most successful sales professionals are lifelong learners who remain open to new sales approaches and innovative ways of working. Doing the same thing over and over again and expecting different results is the definition of insanity. If what you're doing isn't driving the results you want, try some new approaches and use new tools that can unlock success. Here's how:



Learn new sales approaches



Hard times are also the best times to experiment. Try new things. A/B test messaging. Give cold calling a shot and practice various opening lines. Use today to find what works, and then scale it. Lastly, remember that you can do hard things. This too shall pass.

Christina Brady

SVP of Sales
Spekit



Flexibility is key. Staying open to change can be an advantage. Unlock your potential and try to innovate your strategies whenever you feel stagnant in order to galvanize your customers or your teams!

Alana Bentley

Account Specialist – Vaccine Business Unit
GSK



Be open to coaching and investing in yourself.

Journal your goals daily and review at the end of the week. What did you do well? What can you improve on? Forgo those nights out with friends, buying clothes or coffees, and instead spend those resources on advancing your skills.

Charlotte Lloyd

Founder
Charlotte Lloyd Sales Consulting

Learn new sales approaches



I highly suggest **finding influential people who give [professional] tips** that have proven results to overcome obstacles. Never stop learning!

Amber Kidd

Sales Talent Operations Specialist
RE:WORK TRAINING



Leverage your teammates and coworkers. **There is so much to be learned from your peers in sales, from those who are selling themselves, of course, but also from the people marketing and building what you're selling.** Never stop learning, and get a little bit better every day.

Alli MacManus

Manager, Sales Development and Enablement
Demandbase



Be committed to learning in your sales role.

Get a coach. Look inward and find ways to improve 1% everyday. In sales, you are the CEO of your territory — so learn all about leadership, sales, communication, negotiation, psychology, and mindset. You'll be unstoppable.

Lori Richardson

B2B Sales / Revenue Growth Strategist; Virtual
Sales Kickoff Speaker, Author

Learn new sales approaches



My one piece of advice to reach your goals, regardless of outside factors, is to work “against” yourself - not others. When I joined (Placer.ai) - I had a goal to be a top performer. Upon joining, I asked to meet our top performer, Jaden... I realized that it was unlikely to book as many meetings as Jaden, but I could get close. So I decided to work “against” myself - how could I outdo myself and get a little more efficient every single day?...**You are your best competition and motivation. Don't let yourself get in the way of achieving your desired outcomes and achievements.**

Risa Khamsi

Sales Development
Placer.ai



To accelerate your sales success, you do not have to navigate the world of sales alone. **Set goals and commit to lifelong learning and personal development to keep building skills,** expanding your knowledge base, and thriving in the ever-evolving sales world.

Wesleyne Whittaker

Founder & Chief Transformation Officer
Transformed Sales



My one piece of advice would be for salespeople to **become obsessed with how people think and make decisions.** It's people that make up businesses. The better you are at understanding the psychology of human behaviour, the easier it becomes to connect with Prospects even during times of uncertainty and turmoil. Not sure where to start? Get the audio version of Thinking Fast and Slow by Daniel Kahneman

Hannah Ajikawo

CEO & Founder
Revenue Funnel

Learn new sales approaches



Never give up and try everything under the sun. Prospect more, call often, switch it up to video calls, video prospecting, voice memos, LinkedIn messages, LinkedIn InMails, virtual gifts, email the entire department with intentional messages, go to their bosses' boss (be smart about it), don't get comfortable, get uncomfortable. **Sales is a numbers game and it's only game over when you're stuck at level two and you can't get past it.**

Miram Ebrahim

Brand Sales Leader | GTM Team
Yelp



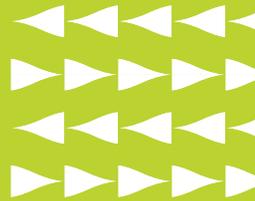
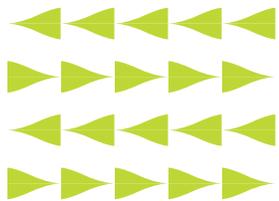
Give space and time to testing out new methods, and **don't give up immediately because something isn't working.** This can mean making a certain amount of calls each day, trying a specific talk track with customers, setting aside time for inputting admin into the CRM, using specific language in cold outreach, or it could be mapping out your goals at the beginning of each week.

Nikki Schanzer

Senior Leadership Development Sales
Performance Consultant
LinkedIn

Understand customer challenges and customize solutions

A key ingredient to sales success, especially when the going gets tougher, is understanding the pain points and needs of your prospects and customers. You can use market research, you can ask your prospects good questions to uncover unaddressed needs, and you can tailor your offerings to address their specific needs. Putting customer needs at the center of all you do may be the best sales approach of all, in good times and in bad. Here's how:



Understand customer challenges & customize solutions



Understanding customer challenges is the crucial first step to identifying high-quality growth opportunities. Unfortunately, many salespeople struggle with this. **I can't stress enough the importance of detailed account planning to deepen your customer understanding. This is a skill well worth mastering.**

Linda Dao Ohr

Global Head of Strategy & Enablement
Kin & Carta



Pay attention to what's happening with the customer, their industry, and their business. Dig below the surface, learn about them, formulate a point of view, look for patterns and themes, and understand how you can help connect their dots. **When you immerse yourself and are interested in them, you become more interesting to them.** Your words have substance. Doing this consistently, while backing up words with meaningful action, builds pipelines for lifetimes.

Amy Volas

Founder & CEO
Avenue Talent Partners



I coach sales professionals to double down on the relationships they have with existing clients. This means reaching out to them to set up a conversation. **Use that conversation to catch up on the client's current business context, uncover cross-sell/upsell opportunities, and ask for referrals.** I've found that even some of the best sales professionals hesitate to do this, leaving a few big ol' boulders unturned.

Anita Nielsen

President & Owner
LDK Advisory Services

Understand customer challenges & customize solutions



Lead with value [for customers]. You will have a stronger foundation to build on. **When your customers are invested in your vision and when your solution is solving a critical business need, customers are more likely to work with you to overcome challenges.** This can be especially helpful in times of economic uncertainty or when you are facing increased competition.

Lilah Jones

Head of ISV's & Marketplace Sales - NorthAm
Google



Focus on what's in it for your buyers + leading your champion (and the buying team) to the best purchasing decision. Forget your competitors and even the intricacies of the product/service you're selling. **If you don't know the world of your ideal clients, then nothing else matters.**

Maria Bross

Director of Performance Consulting
Revenue.io



Customer relationships matter. Be authentic, add value at every interaction, and listen to what your client is saying so you **understand what's important to them and how to best position your solutions to truly align with their goals and objectives.**

Sara Williams

VP, Mid-Market Sales
Demandbase

Understand customer challenges & customize solutions



Position yourself as a "Trusted Advisor" and Immerse Yourself in Your Customer's World.

Selling isn't about quick transactions; it's about building lasting relationships based on trust and value. Think of it like learning a new language, where the aim isn't just to speak but to understand and be understood. True sales mastery comes from immersing yourself in your customer's world, understanding their needs, their language, and their pain points...Make it a priority to study your clients, their industry, and their challenges..in doing so, you not only reach your sales goals but also build relationships that last.

Cherilynn Castleman

Managing Partner

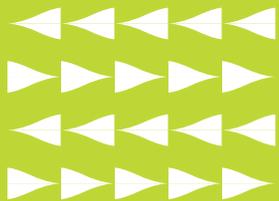
CGI Executive Coaching

Conclusion

Thank you for taking this learning journey with us. We sincerely hope the advice provided by these stellar women sales leaders has given you something you can use to reach your goals and advance your own sales career.

No matter how challenging times are, remember, you can control the controllable, build strong relationships, focus on strategic planning and execution, learn new sales approaches, and take time to understand your customers' challenges so you can beat the odds and achieve your goals.

The entire team here at Demandbase wishes you the best during Women in Sales month and in every other month!





Demandbase helps B2B companies hit their revenue goals using fewer resources. How? By using the power of AI to identify and engage the accounts and buying groups most likely to purchase. We combine your sales and marketing data with our validated B2B data and AI to create Account Intelligence that informs every step of your buyer's journey.

For more information about Demandbase, visit: www.demandbase.com.

©2023 Demandbase Inc.

