



eBook

Top Women in Sales Reveal 2024's Winning Tactics



Unleash your inner CEO: 100+ powerhouse women leaders reveal sales trends and career tips to dominate 2024

In partnership with Women in Sales, we reached out to 100+ powerhouse women to ask them to share their top sales trends for this year, tips on sales and marketing alignment, and career advice for sellers aiming to crush it in 2024.

We uncovered insights on how AI is revolutionizing sales, the importance of digital sales rooms, and the shift to customer-centric and value-based selling. We learned that being the best communicator in the room can trump being the smartest and that staying curious, always learning, and taking bold risks are non-negotiable for career advancement.

Women sales leaders are emphasizing the power of understanding urgency, building trust, aligning goals, and creating a personal mission statement. The overarching message? Your career is your business. Manage it like a CEO.



"It's an honor to highlight some of the most prominent voices in the field of sales today. We're proud to partner alongside Demandbase (for 3 years now!) to continuously uplift and center the many incredible women in our field who are making an impact."

Alexine Mudawar

CEO

Women in Sales



Top 2024 Sales Trends

What's on the horizon for this year? What's trending, what's not, and what to expect? These women have a few ideas of what's coming in 2024...and here are their predictions for the future.

2024 is the year AI takes over the sales funnel

It's not just about automation— It's boosting efficiency, conversion rates, and providing real-time insights that keep businesses competitive. Sales teams that leverage AI to reduce manual work, access deeper insights, and enrich customer data will thrive. Everyone is demanding AI features in their tools, making them essential for driving efficiency and growth. Automation and Generative AI are helping sellers save time and connect more meaningfully with prospects.



“The top sales trend in 2024 is the transformative integration of AI across the entire sales funnel. This adoption of AI-driven strategies is not only enhancing efficiency and conversion rates but also offering real-time insights that empower businesses to make informed decisions and stay competitive in the rapidly evolving sales landscape.”

Cherilynn Castleman

Managing Partner & Executive Coach CGI, LLC.

Of course, the AI craze brings additional opportunities for differentiation. True professionals stand out with critical thinking, genuine business conversations and a personal touch. **Don't be part of the noise—be the signal.**



“With all the tech and AI going nuts, bringing it back to true business conversations and CRITICAL thinking, is where professionals stand out. When you sound like everyone else, you're just part of the noise.”

Christine Rogers

CEO, M3 Learning

Customers want to see (and try) before they buy

In 2024, products are the star sales reps. Customers crave hands-on, try-before-you-buy experiences. With tight budgets and lean teams, buyers need rock-solid confidence in their investments. Sellers, step up: build strong relationships, offer pilots or POCs, and turn that fear into trust.



“One prominent trend is buyers having FOMU (Fear of Messing Up). Many teams are operating with reduced headcount, are struggling to hit their metrics, and there is immense pressure to improve performance. Buyers need to feel extreme conviction in any investment. When budget & time are tight there is less room for taking risk & making a wrong decision. Sellers therefore need to adjust how they’re meeting their buyers. Patience, building relationships, and finding ways to build conviction while reducing risk (ex. pilots, POCs) are important.”

Reva Pellerin

Enterprise Account Manager, Vidyard

Digital sales rooms are revolutionizing sales by making interactions more personal and streamlining processes, especially in B2B and B2C. As organizations dive deeper into the digital world, there's a growing hunger for engaging, value-packed sales experiences. Digital sales rooms deliver with customized content, real-time collaboration, and data-powered insights.

Customers want to experience the product before committing long-term, through paid short-term pilots or free trials. Sales teams that showcase their product's value early on will thrive. If this isn't part of your customers' buying journey, it's time to ask why not.



“Customers are expecting to experience the product before making a long-term commitment. That may take the form of a paid short-term pilot or a free trial. The sales teams that sell the products with the most value to clients welcome the opportunity to let their product shine before a long commitment. If this isn’t a part of your customers buying journey it may be time to ask why not.”

Kelly Marberry

Sales Leader, LinkedIn

It's not what you sell but how you sell

This year it's all about the how, not the what. Stand out from the pitch-flood by being your customer's insider—speak their lingo, know their crew, stay on top of their news. Be more than a salesperson; be their trusted advisor. Use AI to deepen those connections and watch your relationships—and sales—soar.



“Customers are inundated with product selling and solutions from every aspect of their business. The trend that wins with your customer and your company extends beyond just the numbers you bring in. We are switching from a “what you sell” or “how much you sell” market to a “how you sell” market.”

Alana Bentley

Account Specialist, Glaxo Smith Kline



“Customer intimacy– you have to be an extension of the prospect/customer that you are working with. Talk their language, go to their office, meet and know as many people as you can there, follow them in the news, map the stakeholders between your team and theirs.”

Grace Presnick

Sr. Enterprise Account Executive, Outreach



“Salespeople acting more as consultants and building out stronger relationships with prospects and clients. Relying more on AI for nurturing.”

Yaalit Pereira

CSM, Peech

Value-based selling

Prospects are laser-focused on ROI, especially with budgets tightening. It's crucial to master discovery at every stage to highlight why your product is their ultimate solution.



“Value-based selling - it's all about the ROI! This has always been the case in successful reps but even more now.”

Ranjitha Raghunathan

Enterprise Account Sales Manager, Google



“More than ever, prospects absolutely have to see the value in a product and how it will solve their pain because budgets for businesses are thinner than they used to be a few years ago. For each rep, this requires much better discovery throughout each step of the sales process in order to paint a true picture of how a product solves their issues and why they should adopt it as a solution.”

Kristin Moore

Regional Sales Manager, Doordash

Omnichannel outreach

Your customers hop from social media to mobile apps to websites in a heartbeat. If you're not crafting a seamless, consistent experience across all touchpoints, you're losing them. Don't make them come to you. Meet them where they live—whether it's social media, apps, SMS, or websites.



“Folks recognizing the need for omnichannel outreach that is super relevant and timely. Hopefully gone are the days of 3+ week long sequences and instead we're focused on understanding WHY we're reaching out and going in with a strong POV that considers the customers business, how they make money, and where your solution might be able to help them do that.”

Ashley Zagst

Account Executive, Flosum

Going upmarket

Sometimes it's not you, it's them.



“In order to combat dwindling inbound demand and a retraction in spend, sales organizations are going upmarket to increase deal size and really starting to focus more on skills to increase conversion rates.”

Rachel Mae

GM Partner Enablement & Licensing Division, a Sales Growth Company



Career Advice from Women in Sales

Out with the old guard—women in sales are carving their own paths and rewriting the rulebook. What do they wish they knew sooner? We asked these leaders one burning question: “What advice would you give women starting out in sales?” Here’s their raw, unfiltered wisdom on rising to the top.

No (mental) grit, no glory

One theme that emerged in nearly all responses we received was around mental state. Get your mind right, and you'll conquer anything. Be yourself, but don't hesitate to fake it till you make it. Drop the "serious business" act—clients want to connect with real people, not corporate drones. Feeling pressure and anxiety? Good. Use it. Balance your grind with living well; it's crucial. Set boundaries, prioritize self-care, and annihilate that imposter syndrome every time it dares to show up. Believe in yourself—you deserve your seat at the table. Embrace these truths, and watch your sales career soar.

Be yourself, but fake it 'til you make it in the tricky spots.

It's not about being phony; it's about projecting confidence until it becomes second nature. Act the part until you become the part..



"Just be you. I think there's an idea sometimes to act super serious and just focus on business...for me, that never worked. Yes, it's important to be professional but you can also let your own personality shine through that. Specifically in sales, you're dealing with real people who just like you, have lives and stories. So share them...for me, this has always been a great way to build rapport and make prospects and clients feel comfortable."

Yaalit Pereira

CSM, Peech



"Do not listen to your doubtful inner voice, instead have pure and utter confidence - and if you need to fake it until you make it - do that! Believing in yourself is key."

Risa Khamsi

Sales Development Manager, Placer.ai

Feeling pressure and anxiety? Good. Use it.

Diamonds are forged under pressure, and so is success.



“Chin up and be resilient! Failure is not a new thing in sales so don’t let it stop you from showing up the next day.”

Ranjitha Raghunathan

Enterprise Account Sales Manager, Google



“Never give up, the road is hard and the NOs are just bricks that pave the way to a Yes!!”

Cynthia Handal

Head of Global Sales and Evangelism, Simera

No matter how high you climb, doubt will try to tag along – banish it.

The imposter syndrome gremlin comes early and hangs around. Kill the beast early but know it has the powers of resurrection. Slay it again and again, if you have to.



“Be loud and take up space. If anyone doubts that you belong in the room, don’t give it thought or even consideration - they’re wrong.”

Ashley Coghill

Account Executive, Parentaly



“Any struggle you face is just a tiny blip in your career. Find the learning opportunities and let yours speak for itself. Trust me you deserve your seat at the table.”

Alley Forbes

Enterprise AE, Vidyard



Tactical tip: Stop negative self talk.

“The best advice I would give anyone starting a sales career is “you will likely be your own worst enemy and critic, so be intentional to stop self defeating talk early and often.” Be kind to yourself when you’re learning new skills and practice as much as you can - no one expects perfection when you’re just starting out, so don’t beat yourself up when things don’t go your way.”

Jill Bruno

Senior Manager, Business Development, Employ Inc.



And for goodness sake, enjoy life!

You can’t pour from an empty cup. Staying refreshed and balanced isn’t just good for your mind—it’s a business strategy that pays off in spades.



“Find Your Balance: Sales is tough and you’re going to hustle, but keep your cool and take care of yourself too. It’s super important to find that sweet spot where you’re excelling at work while also enjoying life. Set those boundaries, prioritize self-care, and make time for the things you love. Staying refreshed and balanced isn’t just good for you, it’s great for business too!”

Linda Dao Ohr

Chief Strategist, LDO Consulting

Fortune favors the bold

Take risks, raise your hand, and don't be afraid to ruffle some feathers. Don't be afraid to seek help and speak up, even if it's uncomfortable.

Develop the art of listening. Information is a superpower.

The answers are right in front of you—be a sponge.



"Develop a listening ear. The answers are right in front of you, listen more than you talk."

Chantel George

CEO, Sistas in Sales

Be bold and ask the stupid questions.

You won't get unless you ask.



"Don't be afraid to ask questions. The more you question, the more you will learn. No one expects you to have all of the answers when you are new anyway so make the most of it and be that person who is always showing up in someone's DMs and shadowing. Being an observer and doing it with intention is one of the fastest ways to accelerate career growth."

Zoya Segelbacher

Founder & CEO, Uncapped



“Ask for help early and often. If I could go back to the start of my career, I would be more open about just how much I didn’t know. I would have learned faster, developed more authentic relationships and been more successful if I’d asked for more help sooner.”

Kelly Marberry

Sales Leader, LinkedIn

You WILL be uncomfortable and that’s OK.

Success doesn’t come from cozy routines. It’s born from those sweaty-palm moments when you’re out of your depth.



“Speak up early and often even if it feels uncomfortable.”

Daisy Chung

Sales Director, Orum



“Take risks and don’t be afraid to raise your hand. You will make mistakes, but if you can live with the worst possible outcome, what is the risk?”

Stephanie Valenti

Vice President of Sales, Accounting Channel, Bill



Tactical tip

“Find a mentor outside of your organization. It’s great to have a mentor/coach within your org and it’s more helpful than you’d think to have someone outside of your org to go to with questions you may not feel comfortable asking internally.”

Ashley Zagst

Account Executive, Flosum

Stay curious and always be learning.

Stay curious or get left behind. If you’re not learning, you’re dying—especially with AI changing the game. Embrace a growth mindset, or watch your career fade away.



“The world of sales is going to evolve rapidly as AI gets adopted more widely. Always be learning, and then sharing your learnings.”

Lisa McClure

Regional Vice President, Salesforce



“Stay curious. Sales is an ever-evolving role, what works today may not work tomorrow. Cultivate a growth mindset and always be experimenting.”

Ashley Zagst

Account Executive, Flosum

Be the CEO of your own career

It's not just about reading, learning and listening, you have to actually execute on your development plans. How will your new self come to life at work? How will your new desired skills materialize? You have to be the CEO of your own career. You have to design who you are and who you will become.



Tactical tip

“List the 3-4 words you’d want someone to use to describe you at work, if you weren’t in the room. Be purposeful about making sure you are showing up in alignment with those.”

Jen Allen-Knuth

Founder, DemandJen

Chart your skillbuilding roadmap

It's time to make moves. Dive in, apply what you've learned, and transform your knowledge into tangible results. Don't just plan—act. Make your growth visible, bring your skills to the forefront, and let your execution speak for itself.



“Start to learn the difference between natural ability, knowledge and where to skill build. The more you come to learn where your strengths and weaknesses are - the better decisions one can make for career path, mentoring and investment of future education.”

Erin Moore

Head of Partnerships and Sales, Rhetorik Agency



Tactical tip

“Ask about career paths in week one and track your achievements every quarter. Most of us ‘wait to be noticed’ instead of taking the reins on getting advanced.”

Lauren Bailey

Founder, Factor 8 | #GirlsClub

Forget being the smartest—be the best communicator in the room

Being a great communicator trumps being a genius every time. It’s not about having all the answers, it’s about making sure everyone understands the answers you do have.



“Work on your communication, the language you use, and be very intentional about it. You may not be the smartest person in the room but you can 100% be the best communicator in the room. And being the best communicator gets you invited to LOTS of rooms because things just ‘go better’ when you’re in there.”

Christine Rogers

CEO, M3 Learning



“Sharpen your executive presence: Develop confidence and communication skills to stand out.”

Cherilynn Castleman

Managing Partner and Executive Coach, CGI, LLC

How to Align Marketing and Sales

Quit the turf wars and start the power plays. In 2024, clashing teams are prehistoric nonsense. Fuse sales and marketing for explosive success or get buried in the dust. While you're bickering, your competitors are sprinting ahead. Ditch the grudge, unite, and watch your revenue soar. Align or become extinct.

Alignment begins with intentionality

Picture this: Marketing and Sales, joined at the hip and marching towards a shared vision of success. It's a beautiful sight, isn't it? But achieving this level of alignment requires more than just wishful thinking—it demands intentionality. It's about understanding the distinct rhythms and urgencies that drive each department, then finding common ground to build trust and mutual understanding.



“When marketing and sales become one it makes the whole GTM team shine brighter. Always keep the door open to share ideas with marketing and vice versa.”

Kandace Banks

GTM Team/Sales Enablement, SetSail/Re:Work Training

Actively bust down silos.

But don't stop at busting- actively reach across the aisle.



"Including marketing as much as you can in sales strategy conversations and vice versa. Creating a sales promo, rewriting cadences TOGETHER, scripts, all of it. Use each other even when you think they will have nothing to add. This is when I've seen more alignment between the teams. When they act like one team."

Christine Rogers

CEO, M3 Learning



Tactical tip

"Align marketing and sales variable compensation; make sure marketers participate in high profile sales pursuits; make sure there are weekly cadences between marketing and sales teams."

Mary E. Shea

Co-CEO, Mediafly



Take the time to listen and understand

Build trust and understanding. How? First, by not telling—but by listening.



“Prioritize active listening. Actively listen to your marketing team’s goals, strategies, and insights. Understand their perspective and the challenges they face. By fostering open communication and collaboration, you can align your sales efforts with their marketing initiatives. This alignment will ensure a cohesive and consistent buyer experience, leading to improved customer acquisition rates, retention, and overall success. Remember, the buying experience is where trust is established, so it’s crucial to have a strong connection between marketing and sales to deliver on the promises made during the buying process.”

Wesleyne Whittaker

CEO and Founder, Transformed Sales



Tactical tip

“Every time you have an ask for marketing, be sure to explain how it solves for their biggest priority for the year. Make each ask an win-win!”

Daisy Chung

Sales Director, Orum



Honestly, just TALK to them!

Practice radical transparency and open communication. Regular feedback loops are key to understanding what is working and what isn't and how to better improve marketing campaigns and sales processes.



“Speak up! And listen! Sales people may not know the ins and outs of marketing but they definitely know what clients want and how a company’s marketing is affecting customers and prospects’ view and understanding of the product. Work together to make sure all those marketing efforts aren’t being wasted or even worse — blocking sales.”

Yaalit Pereira

CSM, Peech



Tactical tip: Invite marketing to sales calls and vice-versa.

“To get there, I have found marketing joining the sales team’s weekly meetings has helped. Hearing what sales is discussing (KPIs, how they’re trending, challenges, what’s working) will help inform marketing how to support. Honest and constructive feedback from the sales on what’s working from marketing, what we want more of and what we want less of is important.”

Christine Rogers

CEO, M3 Learning



Making it operational with shared goals

Alignment without action is like a car without fuel—pretty to look at, but ultimately going nowhere fast. Operational alignment ensures that the intentional efforts translate into everyday actions that drive results. This involves setting shared goals, defining common KPIs, and working from a unified narrative.

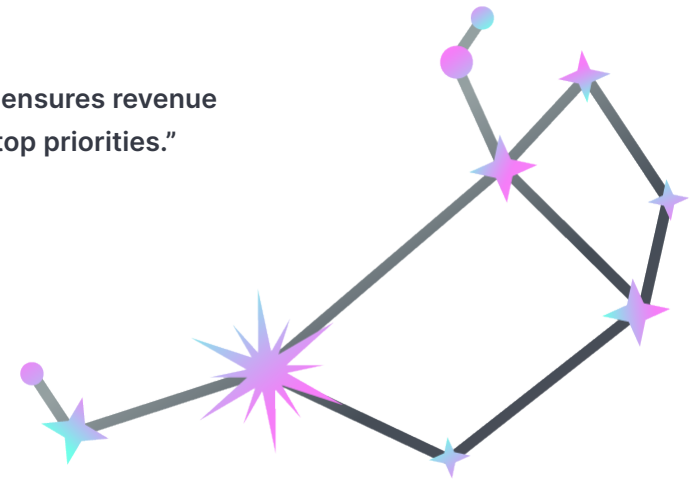
Align on goals (Share a north star)



“Creating a shared north star that ensures revenue and stakeholder engagement are top priorities.”

Dorothy Huynh

SDR, Demandbase



Align your goals and KPIs by getting marketing and sales on the same page with MQLs, SALs, and SQLs, and establish shared metrics and regular reporting to keep everyone focused. Create a unified narrative to explain why customers buy and who’s likely to renew. Ensure sales requests to marketing hit key priorities, and marketing initiatives support sales objectives. Involve both teams in strategy planning to set realistic, achievable goals that align with market realities and sales capabilities.



“Make sure sales and marketing are contributing to the same revenue goal. Marketing should have a clear financial target and work in lock-step with sales leadership to ensure a consistent contribution to pipeline. Sales needs to have better visibility on initiatives to help drive better conversion of pipeline sales.”

Hannah Ajikawo

CEO and Founder, Revenue Funnel



“The obvious tip is to align the end-to-end revenue team on common goals and targets. But I would also argue the importance of transparent and ongoing communication with visibility to the business. Shared goals, but also sharing the good and the bad of what’s working and what’s not, in a collaborative manner where teams can help one another to reach better outcomes.”

Rosalyn Santa Elena

Founder and Chief Revenue Operations Officer, The RevOps Collective



“Alignment starts at the top. Aligned end goals, shared KPIs, and a whole lot of communication. Active feedback opportunities is also a huge differentiator!”

Stephanie Valenti

Vice President of Sales, Accounting Channel, Bill



Tactical tip:

Joint Strategy Planning: Involve both sales and marketing teams in the planning and development of sales and marketing strategies. This ensures that strategies are aligned with the realities of the market and the capabilities of the sales team.

Speak the same language

Let's get real—if sales and marketing aren't talking regularly, you're asking for failure. Honest, no-BS communication is non-negotiable. Align your goals, integrate your strategies. Be in each other's meetings, get all up in each other's business. Ditch the silos and work as a single, unstoppable force. This isn't a suggestion—it's a mandate.



“Marketing and Sales need to speak the same language. If Marketing is measuring their success in one way, and sales is measuring their success in another way, there is bound to be disappointment / tension / lack of trust. To get there, I have found marketing joining the sales team’s weekly meetings has helped. Hearing what sales is discussing (KPIs, how they’re trending, challenges, what’s working) will help inform marketing how to support. Honest and constructive feedback from the sales on what’s working from marketing, what we want more of and what we want less of is important.”

Reva Pellerin

Enterprise Account Manager, Vidyard



“Making sure that the client story, core narratives and key selling points are consistent throughout all of marketing and sales. Marketing is often focused on why someone will buy and sales is hyper-focused on who will pay. Same coin, different sides.”

Erin Moore

Head of Partnerships and Sales, Rhetorik Agency



Tactical tip

“Review closed lost and won deals with marketing to align on why/where the messaging isn’t landing.”

Jen Allen-Knuth

Founder, DemandJen

Inspired? Now Go Conquer.

You've just absorbed the collective wisdom of dozens of powerhouse women in sales—no small feat. But let's be clear: inspiration without action is just daydreaming.

You've got the playbook on 2024's top sales trends, from AI-driven efficiency to the art of value-based selling. You've learned that being the best communicator can often trump being the smartest, and that relentless curiosity and bold risks are your tickets to the top.

Now, what's next? Time to take these insights and make them work for you. Because if there's one thing we've learned from these incredible women, it's this: success in sales is not just about having a seat at the table; it's about owning the room. So go ahead, own it. And remember to enjoy the ride.



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.

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Women in Sales is focused on elevating, empowering, and promoting women within the sales profession. In order to realize this vision and create more equitable sales teams in the future, we recognize that everyone needs to be part of the conversation and contribute towards the progress. Through facilitating conversations and sharing resources focused on enabling sales professionals, we believe that we can help mold the future of sales to be more inclusive.