



7 Reasons Women Should Start (or Accelerate) a Career in Sales

By Sue Eaglebarger, VP, Human Resources, Lawson Products Inc.

Throughout the COVID-19 pandemic, Lawson Products has been working to supply essential businesses with the MRO products they need to remain operational. To help us do so, we're searching for motivated sales professionals to join our sales team!

It's a reality that women are underrepresented in sales across most industries. But we've learned at Lawson Products that women have the capacity to *thrive* in sales positions. They're effective communicators, excellent relationship-builders, and possess the organizational skills and drive to exceed their sales quotas.



If you're on the fence about a career in sales, here are seven reasons why you should take the plunge with a career at Lawson Products:

- 1. You don't need to come from a sales background.** Though some of our female employees left sales positions to join Lawson, many others came from HR, marketing, banking, operations and so many other industries. They've gone on to discover lucrative careers in industrial sales.
- 2. Women are excellent communicators because they listen.** Marti Wenzler, a Strategic Accounts Manager at Lawson Products, says what works in sales today is an approach that asks, "How can I help you?" Listening to your customer will put you steps ahead of those who just tell customers what they think they want to hear.

"Women in sales tend to really consider the customer journey, listening for pressure points, working to eliminate wastefulness in processes, and understanding issues from the customer's perspective," says Marti. "In nurturing a relationship, you'll craft solutions that specifically apply to the individual, with a compelling value proposition that speaks to the customer's critical needs and overall business issues."
- 3. We have the data to support you.** "The most powerful tool women in sales have is data," says Christina Nielsen, Government Accounts Director at Lawson Products. "We give the buyer insights into their usage, forecast, effective spend and potential savings. This data streamlines their decision-making process and simplifies the sale."



“Always bringing data to drive and support your position diffuses old ideas or the tendency for customers to rely on anecdotal information. Data is neutral and allows you to show customers objective information that may go against their assumptions without being disrespectful or perceived as a know-it-all.”

This gives the sales rep an edge over another who hasn't done the homework. “It also speaks to buyer enablement,” says Christina.

- 4. Women perform better in sales.** Gartner, a global research and advisory firm, conducted research that shows women hit their sales quotas at a 3% higher rate than men. At Lawson, our teams know exactly what goals they need to hit, are supported with the resources they need, and are rewarded with bonus opportunities and sales incentives when they achieve their goals.
- 5. You'll have a strong team in your corner.** You'll be working in a collaborative environment where the focus is on serving customers, so connecting with peers is essential. Lawson has an arsenal of tools and resources to keep you connected with your peers, including a phone app that our sales reps use to text tips and ask quick product questions. It's like having your 900 + fellow reps, plus corporate users, with you at the customer site.

Our Women's Affinity Group is a community within our organization that is made up of female employees who share information and discuss topics relevant to their professional lives.

- 6. The opportunities for career advancement are numerous.** Gartner's research also found that women-led teams have slightly higher attainment rates compared to male-led teams and many of the highest leadership roles in our organization are held by women.

Ashley Lucenti started her career at Lawson selling to the military market. “Did I know everything about the highly engineered technical products I was selling? No. But I had an outstanding internal support team, the drive and the opportunity to build something of my own,” says Ashley, who is now a Regional Sales Director for our Kent Automotive division.

Whether it's leading a remote district team or leading initiatives to tackle a specific customer segment, the opportunities to advance your career in sales are numerous.

- 7. Work-life flexibility is non-negotiable.** At Lawson, we understand the importance of work-life balance. Your career in sales at Lawson will give you more freedom than a typical nine-to-five job. The ability to work from home and set your schedule puts you in control and makes it easier to sustain family life and your career. Our comprehensive



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compensation and benefits package includes training, profit sharing, retirement benefits, tuition reimbursement, insurance coverage and more.

Lawson Products, Inc. has been in business for 65 years, servicing amazing customers from an array of exciting industries. From a biomedical facility that conducts cancer research to breathtaking national parks, Lawson sales representatives supply them with the parts that keep their facilities up and running. Join our sales team and see how rewarding a career in sales can be.

Think you have what it takes for a career in sales? [Apply for the Lawson Products sales team today!](#)