

**Influential Women in
Sales and Marketing
Taking the Business to
the next level**

“Getting to the next level requires constant learning, discipline and extraordinary execution. For me the most important of the three is **DISCIPLINE**”

Ana Michelle Concepción



THE JOURNEY

There is no elevator
for success, you need
to take the stairs





Strategic approach to sales enablement

Clear objectives and certain steps to be taken

A bigger focus on helping sales people develop their top skills and become better at their job

An easier way to onboard new sales people and help them jump right into selling

More focus on new technology that can aid the sales enablement process as well as individual sales people to sell more



Machine learning, deep learning, artificial intelligence and sales

The ability to analyze huge amounts of data in a very short time will help you personalize your sales strategy

Get recommendations based on massive amounts of data, thus saving time with following up and reaching out to the right people

Predict the future - with access to so much data, plus the ability to analyze this data, comes a great power: **the ability to predict the future. What will your next quarter look like based on your past work? What can you do to improve the results of your next quarter?**

Moving towards the omni-channel experience

Identifying all the platforms and channels your audience uses and leveraging them

Creating a seamless transition between all channels and platforms that audiences have access to

Finding ways to integrate technology such as social media into bricks-and-mortar stores

From a sales point of view, the most important thing is to collaborate with the marketing department. It is needed a truly close relationship where the 2 parties actually collaborate



**WOMAN IN
TECHNOLOGY AND
TELECOMMUNICATIONS**

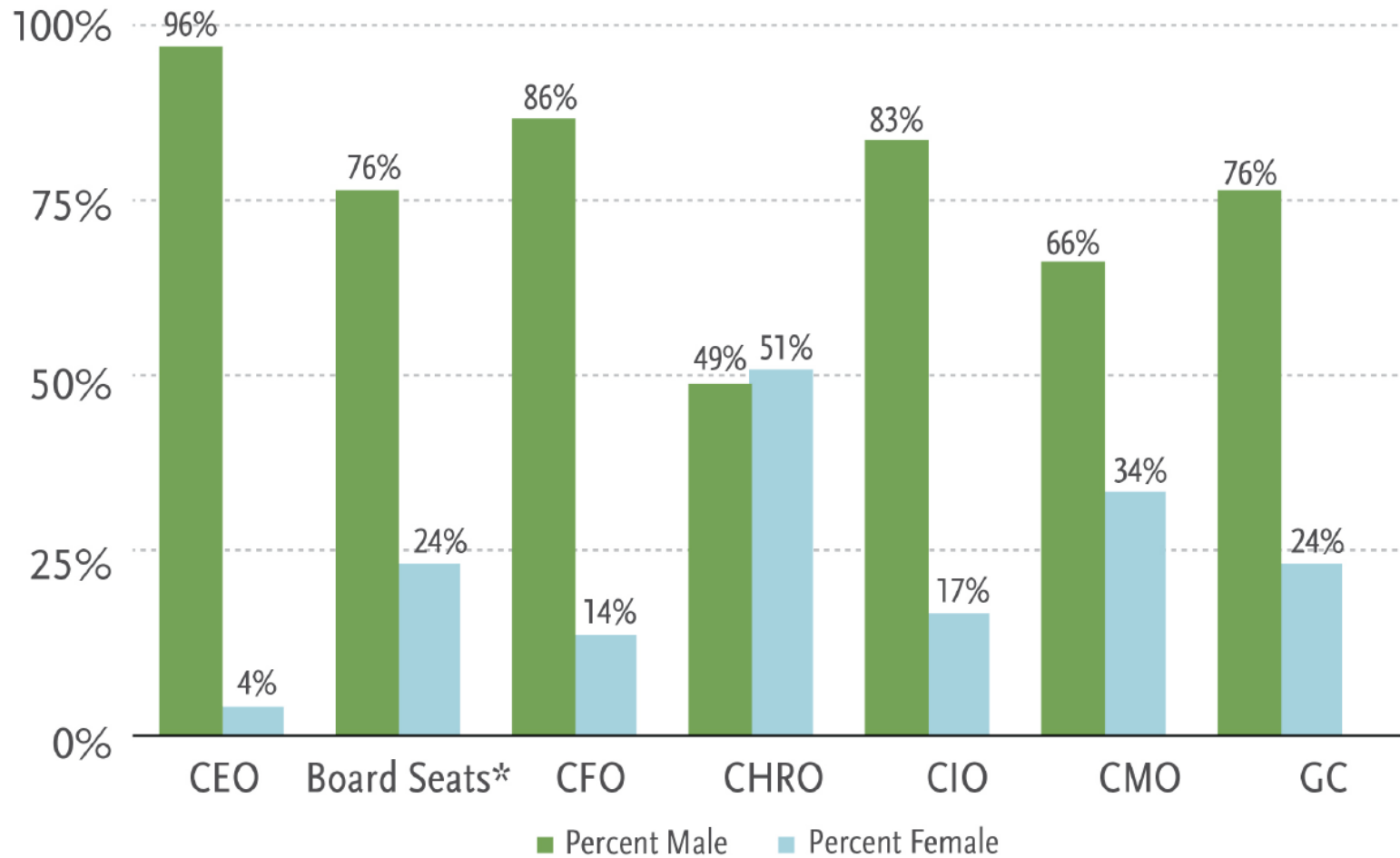
THE COMPUTING WORKFORCE IN 2015



25% were women

- » 3% were African-American women
- » 5% were Asian women
- » 1% were Hispanic women

Female representation: Fortune 500 functional roles



TOP Barriers of women career growth

Absence of role models

Lack of sponsors in senior management

Exclusion from informal networks

In technology, the drop-off is pronounced: 56% of women leave their technology careers at the mid-level stage, which is often a critical inflection point in one's career.

Benefits of having a diverse leading team

Better team dynamics -

The presence of women can lead to increased confidence among team members and improved collaboration and cohesion.

Women consistently score higher than men in emotional intelligence and social sensitivity, which enable them to foster the behaviors and attributes — **listening, constructive criticism and open-mindedness** — that create healthy team dynamics.

Increased innovation -

Women also bring unique experiences and perspectives that can yield better product outcomes and spur innovation.

Women are **leading tech adopters in internet usage**, social media and healthcare devices — with a projected **buying power of \$48 trillion by 2020** women have become a demographic that technology companies cannot afford to ignore.

Bring more women into **research, design and development** can lead to products and user experiences tailored for the people who are actually going to buy and use them.

Greater productivity, Women not only excel in “softer” areas such as interpersonal interactions, they drive hard numbers.

Gender-balanced teams are the most likely to **experiment**, be **creative**, **share knowledge** and **fulfill tasks**

What can organizations do?

AT&T – we have build an ecosystem of employee resource groups to support women. Woman of **AT&T**, Women in Business, Mujeres Empoderadas. We have one of the biggest learning platform with **AT&T** University. We have a Tuition program to help our employees to complete and advance in their careers. In Mexico we have 37% women in our management team. Warner Bros (part of **AT&T** Warner Media just appointed the first female CEO.

There are several associations such as Woman in Cable Communications, Women in Communications and technology, Females in IT & technology, Women in Technology, Ellevate, National Professional Woman Association, among others..

What can women do?

01

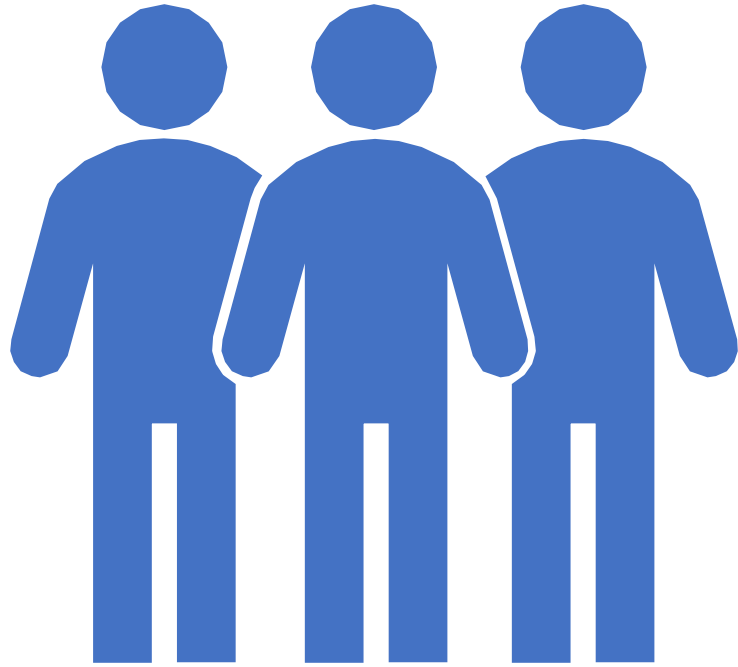
Expand your network. Participate in formal programs and organizations aimed at improving gender diversity. Joining a nonprofit board can also widen your circle of contacts.

02

Don't overlook informal support mechanisms. Building a personal cabinet of advisers can be critical in helping you navigate your career or reengage after an absence from the industry.

03

Stay aware and open to growth opportunities. Embrace new opportunities as they arise and be confident in your ability to succeed.



Don't be an island. Women can tend to avoid depending on others.

Don't be afraid to ask for help, additional resources or advice.

Conversely, look for opportunities to develop and mentor up-and-coming women. Be willing to suggest qualified women you know for leadership roles.

Don't wait until you're ready. It is an often-quoted statistic: Men apply for a job when they meet 60% of the criteria; women only apply if they meet 100% of them. Pursue roles even if you only feel you only have 70% of the capabilities.



MY LEARNINGS

- YOUR LIFE IS A LEARNING PROCESS – DON'T EVER STOP LEARNING
- SELF CONFIDENCE
- MISTAKES ARE AN IMPORTANT PART OF LEARNING, ALLOW YOURSELF TO BE WRONG SOMETIMES
- GIVE THE GOOD NEWS FAST AND THE BAD NEWS FASTER
- BE HONEST
- DESPERATION NEVER HELPS – LOOK FOR THE HIGHLIGHT OF EVERY SITUATION

- SOMETIMES IN ORDER TO GROW, YOU NEED TO STEP DOWN
- LATERAL GROWTH IS NEEDED
- ALWAYS GET OUT OF YOUR COMFORT ZONE
- WHEN YOU DON'T KNOW IT: ALWAYS SAY YES, THAT'S THE BEST WAY TO LEARN SOMETHING NEW
- BE STRONG ENOUGH TO SOMETIMES SAY NO
- ITS GOOD TO SHOW UP YOUR VULNERABILITY

- CHANGE IS GOOD – LOOK FOR CHANGE, CHANGE EQUALS CHALLENGE, CHALLENGES DRIVES GROWTH
- HAVE A HOME NETWORK
- CELEBRATE ACHEIVEMENTS
- CREATE SLIM ORGANIZATIONS SO YOU CAN BE CLOSEST TO THE FIELD
- BE A MENTOR NOT A LEADER



**EACH STEP TEACH YOU SOMETHING
IN EACH EXPERIENCE YOU CONTRIBUTE
TO SOMEONE
AT ANY MOMENT YOU CAN FAIL
THE IMPORTANT THING IS TO KEEP
CLIMBING**

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