



After we (Eduardo Baez and Scott Hanrahan) met at an [Enterprise Sales Forum](#) Meetup one day, we discussed two things we had both noticed about the sales community.

- 1) There is a lack of people from under-served backgrounds in enterprise business-to-business (B2B) sales
- 2) Sales success is a mindset, and it is teachable.

It was hard for either of us to ignore the reality that we actually might be able to help people who grew up under the poverty line achieve permanent financial independence for themselves and their families through facilitating their start in a rewarding sales career. At the same time, this effort would serve to increase diversity in sales in the only way possible - by bringing more diverse talent into the applicant pool. These are things that are particularly close to Eduardo's heart, since his success as a sales professional helped him and his family through difficult times.

We discussed the idea further and came up with a simple plan to connect these dots. We would recruit college graduates from under-served backgrounds, train them in the sales techniques that made us successful, promote them to companies in our NYC network, and provide continued weekly mentoring after they land their first job. We initially thought this was a non-profit, but some of our friends and family made us realize that this idea would work better as a [social enterprise](#). In order to fund our activities and make it a business, we decided we would ask the hiring companies for a small recruiting fee for each student who they would decide to hire.

Once we had this rough idea for a business model, we went around looking for reasons why we should NOT start this company. We looked at what other local social enterprises and non-profits were doing for this cause, but there were none that facilitated entry into sales. We looked at partnering with existing organizations rather than starting our own thing, but it wasn't feasible. We also asked our trusted contacts to poke holes in our plan, but we got an unexpected reaction - our communities seem quite excited about this whole idea. Perhaps our timing is appropriate for what the market needs.

We are going to take the next 6 months to lean into this business and give it a real shot. We have incorporated as a for-profit Public Benefits Corporation in NYC and hired an expert to build an entry-level sales training curriculum with us. In order to be successful, we will need to build a wide network of companies who hire entry-level sales positions in hopes of placing our students,

as well as a network of potential volunteers, mentors, and supporters. With this in mind, we have also founded the first [Diversity & Inclusion specific Sales Meetup](#) here in NYC. The group provides a platform to share ideas, best practices, and fresh perspectives on the challenges people face as minorities in sales.

We expect to be able to test our business model's assumptions through a minimum-viable-product exercise of recruiting, training, and (hopefully!!) placing and mentoring a very small first class over the next six months. In the meantime, we encourage you to start a conversation with us!

Please:

- Connect us with any managers you know who may hire entry level sales talent in NYC in 2020
- Tell us your thoughts on our business model

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