

LEADERSHIP LESSONS FROM VETERANS: WHAT WE CAN LEARN IN SALES AND BEYOND



Veterans possess a set of leadership qualities that are invaluable in today's fast-paced and dynamic world of tech sales. Resilience, adaptability, and teamwork are forged through the unique challenges of military service and translate seamlessly into the business landscape. As we celebrate [Veterans Day](#), we can learn from the leadership of veterans to benefit every professional, in any field—sales and beyond.



Resilience: Thriving under pressure

In sales, much like in the military, the ability to stay composed and focused when faced with obstacles is critical. Veterans are no strangers to high-pressure environments where decisions must be made quickly and efficiently. Whether it's closing a deal at the end of a tough quarter or pivoting strategies after a sudden market shift, resilience is the key to navigating these challenges.

Veterans know how to bounce back from setbacks and keep moving forward with purpose. They bring an unshakable determination that inspires teams to persevere when things get tough. In the tech world, where disruptions and rapid advancements are the norm, this kind of resilience is what drives long-term success. We all have moments where a deal doesn't go our way or a client's needs shift unexpectedly—but it's how we respond that matters. The training of our veterans can be a reminder for us to stay steady, keep our eye on the goal, and push forward.

Adaptability: Embracing change and innovation

The tech industry is constantly evolving, and sales teams need to be agile in order to keep up with new products, technologies, and customer needs. Veterans are experts in adaptability, trained to adjust to ever-changing environments—from deploying to a different country to responding to unexpected challenges in the field.

Veterans teach us that adaptability isn't just about reacting to change—it's also about embracing it. In tech sales, staying ahead of the curve often means rethinking strategies, adopting new tools, and being open to continuous learning. Veterans bring a mindset that encourages innovation, flexibility, and quick problem-solving. These qualities allow teams to respond proactively to customer needs, stay competitive, and ultimately deliver better results.

Teamwork: The power of collaboration

One of the most powerful lessons veterans bring to the table is the value of teamwork. In the military, success is never achieved alone—it's the result of strong collaboration, trust, and a deep understanding of how to work together toward a common goal. In tech sales, this same level of teamwork is essential to winning deals and fostering long-term customer relationships.

Veterans excel at working in cross-functional teams, a skill that is crucial in the tech sector, where collaboration between sales, engineering, product development, and customer success teams is vital. They understand how to leverage diverse strengths within a team and create an environment where everyone feels supported and motivated to contribute. This ability to unite teams behind a shared vision drives revenue while also building a positive, high-performing culture within an organization.

Leadership beyond sales

The leadership lessons veterans offer extend beyond the sales environment. In fact, veterans can inspire all of us—regardless of our role or department—to lead with integrity, courage, and purpose. Their experience in facing adversity and managing complexity gives them a unique perspective on what it means to lead effectively.

Veterans remind us that leadership isn't about individual success; it's about lifting others up, creating a sense of community, and striving for the greater good. At BMC, we believe in fostering a culture

where every employee can grow and develop their leadership skills, and veterans play a key role in setting that example.

A call to action: Learn from veterans, lead with purpose

As we celebrate Veterans Day, let's take a moment to reflect on the incredible leadership lessons veterans bring to the workplace. Whether you're a sales professional, an engineer, or a manager, there is so much we can learn from their resilience, adaptability, and teamwork.

Veterans, we honor your service and the leadership you continue to provide. To those who have yet to join the tech industry, we encourage you to explore the wide range of careers, in tech sales and beyond. Your leadership is needed here—to guide teams, drive innovation, build lasting partnerships with clients, and more.

For companies, the message is clear: Veterans are leaders. Their experiences enrich our organizations and make us better equipped to meet the challenges of the future. Let's continue to create pathways for veterans to bring their unique strengths to our teams and foster environments where they can lead, innovate, and thrive.