



#GirlsClub boasts  
**70+ percent**  
promotion rate for  
aspiring  
managers!

*#GirlsClub*

Program Overview for Mentors

# What Is #GirlsClub?

## Our Mission

#GirlsClub is committed to changing the face of sales by empowering more women to earn roles in leadership - helping reverse the zero-growth trend of women leaders in sales. We make a difference by training women to earn management positions, building their self-confidence and providing a support community of peers, mentors, and role models. Our six-month exclusive certification program includes:

- Tactical sales management job training
- 1:1 female & male mentors
- Confidence-building curriculum
- Opportunities to grab the spotlight
- A community that empowers risk taking

## Our Values

We value inclusion, education, hard work, and spirit.

We believe in the power of role models and integrity as passionately as we do authenticity and imperfection.

We are initiative-takers, people-developers and esteem-builders. We hold true that opportunity is abundant, and a community of support and encouragement will shine a light into corners where scarcity may still exist. We celebrate trail blazers, risk takers, working moms, and every single woman in the World who listened to her little voice that said, “More” and then went and then raised her hand to get it.

## Our Vision

#GirlsClub is synonymous with extraordinary talent, inclusion, and men and women leaders who give back. Our members never feel alone, and our graduates feel unstoppable. We have impacted millions by inspiring risks, building confidence, educating, and including. The #GirlsClub logo helps men and women make decisions about who to hire, where to work, and what partners are preferred. Together we are stronger.



We must do more to empower and connect women in sales careers and #GirlsClub focuses on that exactly.

I'm ecstatic that #GirlsClub is here to provide guidance and help young women navigate the challenges as they pursue the upside in their sales careers.

#GirlsClub is an invaluable resource for woman at any level of her career.

**CASSIE FIELDS**  
Fieldedge, Mentor

## Our Story

After spending 20 years in technical sales leadership, #GirlsClub founder Lauren Bailey knew firsthand the struggle of being the only female sales leader.

Tired of talking about the lack of women in leadership, she committed to take action and fix it.

She started with her Factor 8 Management training, and then layered in critical confidence building work, mentors, role models, and more. #GirlsClub (originally named "Bad-ass women of sales") quickly went viral.



Companies supported the initiative, leaders bought seats for women on their teams, Men signed up to mentor.

Today we have several thousand in our community and over 100 certified graduates. We proudly boast an over 70% promotion rate of Rep-level graduates (and that's just within the 6-month program!).

# Our Community

## PROTEGES

Current or aspiring sales managers enrolled in the exclusive #GirlsClub training program

## ADVOCATES

Protege's supporters during the training program helping develop & apply new skills on the job

## THOUGHT LEADERS

High-level women giving their time and voice as #GirlsClub role models

## MENTORS

Men and women working 1:1 with proteges during the training program. Mentors have 5+ years of Leadership experience.

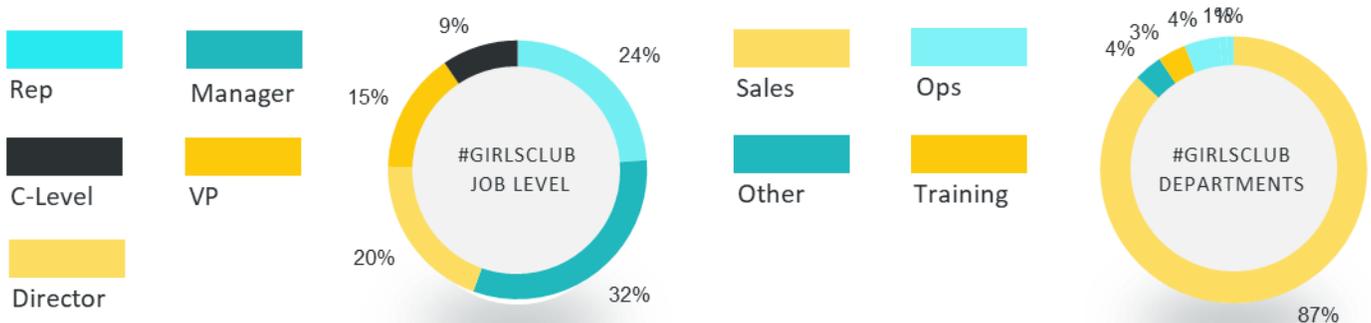
## ALLIES

An army of men who have joined the community by nominating, mentoring, and sponsoring women

## COMMUNITY MEMBERS

Thousands of subscribers consuming regular content & supporting the cause

## Get To Know The Women In #GirlsClub





In 2020 we had over 200 active participants from 100 companies in 80 cities and 3 countries. The Summer Camp extension boasted 425 participants representing 18 countries!





# Empowering Women Every Day.

Let's hear what they have to say. . .

## I Love #GirlsClub Because...



**Mariah Barry, Protege**

#GirlsClub for life! By far the most valuable program I've ever experienced. This network fully supports sales leaders—long after the protege program is over—to reach out to other leaders for help and self-improvement!



**Emmy Johnson, Mentor**

I love being a part of #GirlsClub for so many reasons but most importantly I love meeting and working with so many other strong female leaders as well as up and coming women in sales.



**Chris Beall, Sponsor**

#GirlsClub is an important movement and the right thing to do. Easy decision.



**Richie Narain, Advocate**

#GirlsClub is one of the best organizations out there right now. I have seen first-hand how it has helped people advance and grow within the company. That is why I continue to support such a great organization.

# #GirlsClub Certification Program Overview

**Competencies** are the award-winning practical management skills training provided by our Title Sponsor, Factor 8. Each month Proteges tackle new topics via eLearning, live interactive training sessions, and on-the-job assignments + activities with Advocates.

COMPETENCY	COURSE DESCRIPTION
Your Role as a Sales Leader	Critical for anyone who has transitioned from being a Rep to a Manager, this course helps sales leaders identify what behaviors and skills need to be left behind, tasks and interactions to change, and what habits need to be developed. We'll introduce what high-performing virtual sales managers and leaders look like and help learners set goals for how they will be known as a boss today and in the future.
Essential Manager Meetings	What meetings should Managers hold with their teams? How often? What's covered in each and what should the Manager and the Rep do to prepare? By the end of this course, leaders will have their own management cadence and confidence they are meeting their team's needs and operating according to best practices.
Driving Sales Performance with Goals	Beyond the SMART goal, this class helps Managers harness the power of company visions, missions, goals, KPI's, and metrics—and understand the difference between each and how to use them. They'll practice translating high-level goals into rep-level milestones, behaviors, tasks, and metrics plus find new performance levers that drive sales performance. Here is where your leaders learn the World beyond dials and revenue. Past participants rave, "I finally understand my job!"
Own Your Day	Although there are never enough hours in the day, we'll share proven tactics to put Managers in control of their time so they get more done, make time for team interactions, and switch from reactive "Whack-a-Mole" management to a strategic proactive approach where they finally have the time for what's most important
The COACHN Model	A baseline process for all Rep meetings and interactions, the COACHN model is an acronym that helps Managers quickly prepare for meetings, ensures all the bases are covered, and they are always displaying coaching behaviors with their team. A participant favorite!
Call Coaching 101	A three-part experience, call coaching is a critical management skill – and the one currently rated as Managers' worst by the Sales Executive Council. We'll use the COACHN Model to teach call-coaching delivery, show the difference between skill coaching, coaching interactions, and counseling, and help managers avoid some of the most common coaching pitfalls. Help managers get better sales results from call coaching and ensure it's a positive and engaging rep experience.
Performance 1:1s	A deep dive into monthly rep interactions to review last month's performance and set goals for this month while also driving rep engagement. When done right, these meetings not only drive focus and revenue, but rep engagement with Managers and the company. We'll use the COACHN model and lots of practice to make these efficient, effective, and engaging interactions.

# #GirlsClub Certification Program Overview

**Confidence** building is the magic of #GirlClub. Lauren and her network of top female thought leaders help Protégés tackle their fears, embrace their imperfections, take risks, and find their voice with:

- Inspiring live webinars with thought leaders
- Intimate Q&A sessions with role models
- Vulnerable “Rise Up On Record” confessionals from powerhouse women
- Insightful content especially curated for women on the way up
- Step-by-step career guidance from peers and mentors in “Path to Promotion”

**Community** is the heart of #GirlsClub. Our growing network of values-aligned leaders at every level come together to advise, help, recommend, and support in a safe environment that fosters growth and risk taking. Participants have access to:

- A dedicated sales leader mentor (female, male, or both!)
- Private LinkedIn Group and Slack Channel
- A book club
- Local meet-ups in major cities
- Live sessions twice monthly
- Special sponsor opportunities like discounts, freebies, trials and connections
- A transformative live in-person finale conference
- \*\*Mentors and Advocates also enjoy Leadership Pod networks for leaders only\*\*

The **Spotlight** is as bright as you want it to be in #GirlsClub as a Protégé, Mentor, Advocate, or Thought Leader. Many successful graduates have done so quietly and confidently. Others have used this platform to gain stage speaking spots, webinar panel positions, recognition to National sales lists, internal project opportunities, Social Media recognition, or even receive one of our annual awards:

- Protégé of The Year
- Mentor of The Year
- Advocate of The Year
- Ally of The Year (our favorite man!)
- Thought Leader of The Year
- Special Sponsor Awards (e.g. Bravery, Call Coaching, Above and Beyond)

# Being a #GirlsClub Mentor

## The Value of Mentoring

Overwhelming feedback from previous generations ranked mentoring as the most beneficial component of the program with Mentors expressing equal benefit as Proteges! A 2019 Women in Leadership study from Brandon Hall confirmed this finding citing: Mentorship has the biggest impact in helping women get promoted to leadership roles.

## Mentor Benefits

As a Mentor in the #GirlsClub program you will be assigned a dedicated protege to mentor and develop for the full duration of the program. You will have the ability to make a significant impact on your Protege's confidence and professional development. As a Mentor you will have free access to all the competency & confidence curriculum in the certification program plus the benefits of our community and spotlight opportunities. But we know none of it will compare to the opportunity to change a life and make a life-long connection.

## Additional Benefits

50%

of Mentors reported a boost in their own self confidence after participating in #GirlsClub

43%

shared that serving as a #GirlsClub Mentor helped them prepare for the next level of their career.



## What is Required of a #GirlsClub Mentor?

The minimum commitment of a mentor is a 1-hour meeting with your protege each month, but many mentors chose to do a bit more. A survey of previous mentors shows that 60% spent an average of 2 hours or less a month on #GirlsClub and the remaining 40% said they spent 3- 5 hours.

All Mentors are required to:

- attend an onboarding call at the start of the program, an All-Hands meeting halfway through the program, & the Finale Celebration call at the end of the program.
- read monthly communications & complete program surveys.

Mentors are encouraged to attend live training events, webinars, the RiseUp Finale Conference and consume program content to get the most program benefit.

Mentors agree to align with #GirlsClub values and act as stewards of the program by encouraging more women to take risks, have career conversations, apply to #GirlsClub, and lean into self development and promotion opportunities. We hope Mentors make efforts to recruit and retain more women on their own teams, encourage more women to join the #GirlsClub community, and help further our reach on social media by commenting on posts.



# RiseUp Finale Conference

June 17<sup>th</sup> & 18<sup>th</sup>, 2021!

Join us for two transformative and motivational days of inspirational and practical content at the stunning Omni Resort & Spa at Montelucia in Scottsdale, Arizona.

The #GirlsClub RiseUp Finale Summit is an event like no other. 20+ hours of career development, personal inspiration, confidence building, and building authentic connections. Combine this experience with networking happy hours, an elegant awards dinner, and one-one-one time with Mentors / Thought Leaders, all set against one of the most beautiful backdrops in the world, and you have an experience that you will not want to miss.

Early Bird Tickets are now available for \$444 (Standard Price - \$499). For more information and to register visit [wearegirlsclub.com/riseup](https://wearegirlsclub.com/riseup)

[www.wearegirlsclub.com](https://www.wearegirlsclub.com)

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## A Few of Our Thought Leaders



Judy Buchholz  
General Manager



Jill Konrath  
Owner



Amy Appleyard  
VP Sales



Shari Levitan  
Owner



Anna Baird  
COO



Barbara Weaver  
Smith  
Founder & CEO



Regina Manfredi  
VP



Lori Richardson  
President

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## Sponsors & Partners

