

#GirlsClub

YOU KNOW WHERE YOU WANT TO GO.

WE'RE GOING TO GET YOU THERE.



FACTOR8
Your Inside Sales Advisor



[PROGRAM OVERVIEW]

OUR MISSION VISION AND VALUES

MISSION #GirlsClub is committed to changing the face of sales leadership Worldwide by empowering more women to earn roles in management by providing job training, mentoring, a spotlight and community.

VISION Someday soon every working woman will boast a #GirlsClub logo on their profile. Tens of thousands of members will sponsor new members spanning all sectors of business, education, and government. What started as “bad-ass women of sales” will galvanize women Worldwide to stand up, to reach for more, and to support each other in the process. Together we will take more risks, open more opportunities, and re-write stereotypes in business, in Hollywood, in developing Nations and in our schools. Together we can activate our collective voice, our vote, and our buying power. The storm is brewing. Women of the world are the lightning. #GirlsClub is the thunder.

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 plentiful and a community of support and encouragement will shine a light into corners where scarcity and competition may still exist. We celebrate trail blazers, risk takers, working moms, and every women who listened to her little voice that said, “More.”

OUR STORY

#GirlsClub was founded by Lauren Bailey. Founder and President of Sales Training company Factor 8, Lauren has spent 2 decades in digital sales leadership and has seen first hand how men out-number women across nearly every industry in sales. Inspired by conversations with her peers at the American Association of Inside Sales Professionals and Women Sales Pros, she made a small gesture toward change:

Factor8 would donate award-winning management training curriculum to train aspiring women sales managers. One free spot was offered to every audience member at the AA-ISP Leadership Conference.

#GirlsClub quickly went viral. With a single announcement and LinkedIn post, hundreds of men and women from beyond the conference (and beyond the US!) started identifying female talent and encouraging them to participate.

And then it grew some more.

Online training was improved with hands-on skill practice and demonstration. We thought mentors could sky-rocket confidence & exposure. Private access to inspiring thought leaders could stretch boundaries. What if we didn't just provide online skills. . .what if we built a community?

We think we might be on to something.

Here's a glimpse of our vision. We hope you'll join us in changing the face of sales Worldwide.

#GirlsClub Goes Viral:

In the first 2 weeks after offering the program, the #GirlsClub movement has received more than 30,000 Social Media views, 6000 video views, 1000 web form hits and nearly 200 sign ups.

CURRICULUM OVERVIEW



The program is designed to simultaneously lift front-line women into management and mid-level mentors into higher-level leadership.



The front-line training is rooted in Factor 8's award-winning Inside Sales Manager job training where participants are introduced the role, goals, and challenges of inside sales management. Curriculum focuses on the manager's schedule, each of the key interactions with their team, driving sales results and developing their team.

A 1:1 mentoring program pairs participants with an internal or external Sales Leader across the Globe. Mentors also gain access to the curriculum and inspiring women thought leaders in sales. Mentors are also expected to develop themselves, take risks, share and record their stories during the program.

The 6-9-month experience culminates in a live RISE UP Summit* where participants finally come face to face with mentors, thought leaders, trainers, and each other. New skills are demonstrated and coached by the Factor 8 facilitation team, inspiring speakers interact at a personal level, and each woman leaves with a new outlook on her career trajectory and how she will inspire others.

COURSE LISTING

Welcome to Digital Sales Management	The Manager's Cadence
Managing vs. Coaching	Call Coaching 101
Continuously Developing Your Team	Day & Time Management for Survival
Performance 1:1 Meetings	Sales Huddles
Driving Sales Performance	Sales Measurements

RISE-UP FINALE SUMMIT

This 1 - 2.5 day experience will bring hundreds of women together face to face in one place for the first time. The Factor 8 facilitation team will work with small groups to demonstrate and coach new management skills, and thought leaders will educate, entertain and inspire. Encouraged for all participants and mentors, expect the woman you send to come home more confident, more determined, more skilled, and more eager to lead your sales teams.

PROGRAM COMPLETION

Successful graduates will complete all assignments, score above 80% on tests, and demonstrate skills to the satisfaction of the facilitation and mentorship team. Participants and Mentors will earn badges that will appear on LinkedIn

*event is subject to change based on program sponsorship



[PROGRAM CONTENT]

CURRICULUM FORMAT & TIME COMMITMENTS

Each management topic is taught using a combination of interactive e-Learning, videos, 3rd party links, assignments, reading, testing, sharing, and job aides. Modules are assigned in the Factor 8 Learning Management System and self-managed by participants.

Seventy-five percent of the program is virtual and a-synchronous so that it may be completed anywhere at anytime. 15% of the program is virtual synchronous and participants and mentors are encouraged to attend during work hours. All events are recorded. The final 10% is live in-person. The program in its entirety is approximately 80 hours of development spread over 6-9 months.

Interaction	Format	Frequency	Goal
Virtual learning	eLearning modules videos Assignments (graded by Managers)	Weekly (except EOM)	Introduce new skills and models
Webinar Workshops	Live videoconference with Trainers (recording available)	Monthly (6-9 meetings)	Refine, question apply & share learning
Reading	Email with success stories, new ideas, program announcements	Monthly (6-9)	Communication, widen horizons
Reporting	Attendance & learning reports for participant leaders	Monthly	Accountability, internal exposure
Mentorship	1:1 call driven by participant	Varies (goal = monthly)	Confidence building
"Rise up on Record"	Recorded video of mentors' growth & risk taking stories	Multiple / month	Showcase imperfection & risk taking
Thought Leader Events	*Mentors only Inspiring virtual meetings with thought leaders & mentors. Recorded for participants	Varies (3-6 targeted)	Exposure to positive role models & authenticity
All-Hands Meetings	Live video meetings w/ thought leaders, mentors, participants	5	Community building
Final Conference	1.5 - 2.5 days of skill practice & amazing women speakers	Once - Graduation	Certify new skills, Inspire
Certification	Certificates awarded Badging on LinkedIn	Once	Reward & Recognition

SCHEDULE

Target launch is August 2018. The program will have 2 -3 sections and run for 6-9 months with assignments and live events at the end of section. The RISE UP summit will take place in April / May, 2019.



[PROGRAM LOGISTICS]

PARTICIPANT SELECTION & MANAGER INVOLVEMENT

Fifty participants will be chosen for free attendance in the first round of #GirlsClub. Qualified participants will be nominated by a Sales Leader, have less than one year of management experience, have expressed an interest in leadership and have potential to be promoted within 6 months of program completion (approximately one year from selection).

Participants and their Managers will complete an application form for entry including their qualifications, goals, and signed acknowledgement of the time and cost commitments to participate in the program. Participants not meeting 100% of attendance requirements and/or 75% of the learning grades by the first trimester will be replaced with wait-list candidates.

Managers will receive monthly reporting on their participants' progress, be asked periodically to grade assignments, share success stories, and will benefit from receiving tips on how to best support new skills participants have acquired.

PROGRAM COST

The #GirlsClub program cost is approximately \$7400 per participant and \$3400 per mentor. With the help of our sponsors, we hope to offer up to 50 free participants and mentors seats! We will also open up to 50 paid seats at a reduced price point of \$4200 / participant.

Free and reduced-cost seats are made possible by our generous sponsors and the number of seats contingent on final sponsorships.

Companies with free participants agree to cover set-up and materials costs for all participants (up to \$300).

Additional participant and mentor seats will be made available to sponsors.

WHATS NEXT

With the help of our sponsors, advisors and participants, we'll assess the program, make improvements and do it again. Graduating participants will be invited back as recommenders, advisors, mentors, and thought leaders. May this be simply the first rumble of thunder as the storm gathers and a movement is launched.

FAQ

HOW WILL THE PARTICIPANTS BE "QUALIFIED"?

All aspiring participants and their managers will fill out an application form highlighting their qualification & commitment to the program.

IS THIS ONLY FOR INSIDE SALES PARTICIPANTS & MENTORS?

Our training program is customized for the role of inside sales. Participants should have roles requiring 75% virtual sales leadership. Mentors with inside sales backgrounds will be prioritized, but we welcome input from leaders in every field. We anticipate future rounds of #GirlsClub to span more industries.

WHAT IF I CAN'T MEET MY COMMITMENTS?

There is a waiting list of participants. If participants can not meet attendance or grading requirements at the first checkpoint you'll be asked to step aside to make room for another participant. Mentors unable to continue will be asked to find a suitable replacement and make introductions so that the participant experience is continued.

HOW WILL PARTICIPANTS' COMPANIES BE INVOLVED?

Although only the participants and mentors will be given access to the learning and events, everyone is encouraged to share their learning with their team, their manager, and an additional sponsor within the organization.

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