



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

#GirlsClub

Exclusive 6-Month Sales Leadership
Training & Certification Program Overview

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 hundreds of 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.

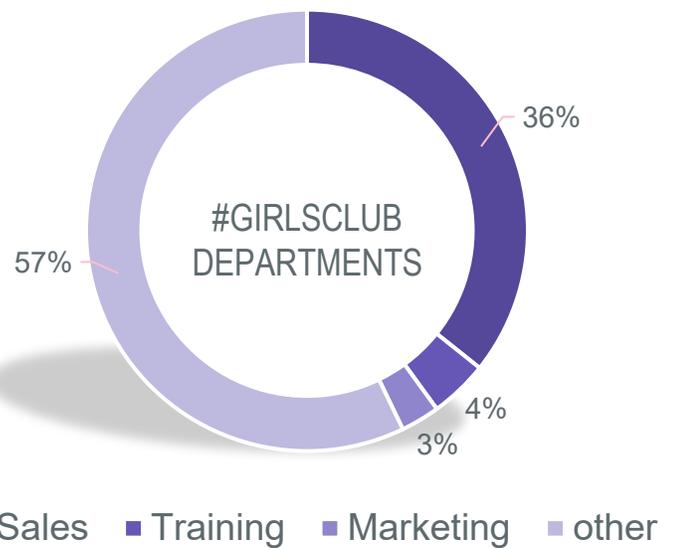
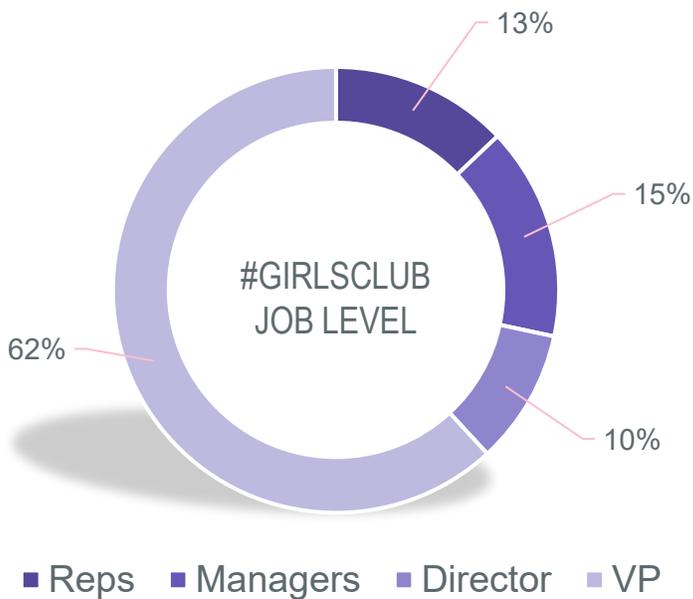
ALLIES

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





We've had over 1200 active participants from 600 companies in 350 cities and 18 countries.



#GIRLSCLUB
A Few of Our Thought Leaders



Alicia Berruti
National Speaker



Jen Hope
Executive Coach



MeShell Baker
Keynote Speaker



Dr. Nadia Brown
Director, Global Sales



Heather Monahan
TedX Speaker



Amy Volas
Founder & CEO



Mikelann Valterra
Money Coach



Lori Richardson
President

#GIRLSCLUB
Sponsors & Partners



Joining The Exclusive 6-Month Certification Program

Applications for the #GirlsClub virtual cohort program open once a year with limited. Each cohort has approximately 50% aspiring and 50% existing managers seeking to build their management skills, increase their confidence, receive 1:1 guidance, grab spotlight opportunities and enjoy a cross-company community of support and encouragement.

Early Bird (referral only) applications open in the Fall

General applications open October 1st

Sponsor scholarships begin October 1st

Scholarships & applications close March 15th

#GirlsClub Generation begins in the Spring

Finale conference in the Fall

Sponsor scholarship opportunities are announced via email, #GirlsClub LinkedIn page & website as they become available. Applicants unable to gain company or sponsor funding will be provided self-payment options on if space is still available. Hopeful participants are encouraged to apply immediately and then seek company funding + scholarship opportunities simultaneously to guarantee their place.

To apply Proteges will need to:

- ◆ complete an application online at www.WeAreGirlsClub.com/apply.
- ◆ have their company Advocate submit a recommendation.
- ◆ pay tuition (upon acceptance) to reserve their seat.

Once accepted, Protégés will commit their time as follows:

2 hours of self-paced training & OTJ activities

1-2 hours of live training sessions

1 -3 hours of Mentor & Advocate meetings

0-2 hours of OPTIONAL bonus live & self-paced content

Proteges must complete 90% of required competencies to earn the #GirlsClub Certification. Participants that fail to meet expectations will be removed from the program.

#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 (open to all genders)
- ◆ 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)

Frequently Asked Questions

What if I'm not sure if I am ready for leadership?

This program was built to take women feeling 40-50% ready up to 90% ready and confident. We miss chances when we wait for 100%.

How successful have past programs been?

Over 90% of all participants surveyed say they would recommend the program to a friend. Over 70% of rep-level graduates were promoted before the program finished!

What is the time commitment?

Successful Proteges will spend 3-6 hours/month. Mentors 1-3 hours & Advocates 1-2 hours.

Is it just for sales management?

Competency training and activities focus on this role, but 75% of these skills are applicable to any management role. Confidence, community, and spotlight components are incredible for any role!.

Do I have to involve my current manager?

No. You may choose to work with any advocate in your company or a similar company who can help apply new skills. We recommend a Director in your current company to help you apply skills on the job and who can help you climb the ladder internally.

What is the all-in cost of the program for a Protégé to join?

Pricing is TBD.

Can I fund this myself? What else should I know about payment?

We strongly encourage women to seek company funding. Program cost is a fraction of most management training programs, and it prompts the critical career-path discussion. Applicants may also apply for sponsor scholarships. Please contact #GirlsClub directly for options to self-fund.

How do scholarships work?

Protégés apply directly with Sponsors who will fund the program directly. Scholarship winners who have already paid will be reimbursed by #GirlsClub.



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.

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 recent 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 during the 6-month 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 at month three, & 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.

Who is a #GirlsClub Advocate?

78%

Proteges report directly to their Advocate

75%

Director level and above

56%

Of advocates identify as male

93%

Plan to advocate for another Protege

Advocates are typically the Protege's direct manager or supervisor.

The Advocate is required to complete a recommendation for the protege for them to be considered for the #GirlsClub program. There are times when a direct manager or supervisor is not the best fit for the Advocate role – in these circumstances #GirlsClub hopefuls are encouraged to find a supportive professional resource in a senior role that will guide them along their career development journey.

An ideal Advocate is someone that:

- ◆ a protege can count on for support, guidance, and constructive feedback.
- ◆ will follow the protege's progress throughout the program helping them develop & apply new skills on the job.
- ◆ an internal cheerleader - building up proteges in front of leadership and providing them with opportunities to grow.

We hope Advocates will champion for more opportunities for their Proteges to take risks, take on new projects, and earn promotions. Proteges will need their Advocate's help securing funding for the program and the finale conference.

Being a #GirlsClub Advocate



Advocate Requirements & Benefits

#GirlsClub Advocates agree to meet with their Protege a minimum of one hour a month during the six-month program to discuss the protege's development and work on applying new skills.

All Advocates are required to:

- ◆ Attend an onboarding call at the start of the program, an All-Hands meeting at month three, & the Finale Celebration call at the end of the program.
- ◆ Read monthly communications & complete program surveys.

Advocates are encouraged to attend live training events, webinars, the RiseUp Finale Conference and consume the sales leadership eLearning content to get the most program benefit. **Advocates receive access to the full program curriculum at NO COST!**

They also benefit from a willing and able volunteer to whom they can delegate tasks and responsibilities, ultimately lightening the management workload while encouraging the protege.

Being A #GirlsClub Thought Leader



Thought Leaders are critical to our success! To get more women in sales leadership, we need more role models. Real women with real stories, families, successes, failures. Women willing to be authentic more than polished, vulnerable more than followed. Women like you. To participate, you can spend as little as 1 hour / year. You decide how:

- ◆ Contributing to the #GirlsClub blog with content on leadership, women in sales, leadership, risk taking, failure, or authenticity
- ◆ Sending already-completed and aligned content such as E-Books, podcasts, or blogs
- ◆ Participating as a panelist on public webinars with 500+ participants
- ◆ Speaking at the Rise Up Finale Conference
- ◆ Recording a Rise Up on Record video confessional of a risk, failure, or challenge
- ◆ Participating in a Wine Down Wednesday interview and Q & A session
- ◆ Hosting a live webinar on an area of your expertise with our cohort

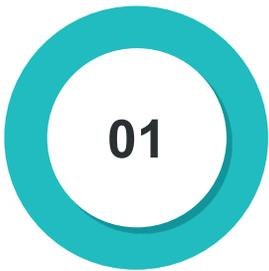
We encourage Thought Leaders to participate in #GirlsClub Leader Networks – pods made up of several Thought Leaders, Mentors, & Advocates meeting roughly every six weeks to develop each other, lend advice and act as a mentor / peer community.

We count on our Thought Leaders to introduce #GirlsClub to potential sponsors, mentors, and participants and to use their voice and reach through LinkedIn posts, tweets, and emails to their network + commenting on #GirlsClub posts. Where appropriate, we ask Thought Leaders to nominate future protégés and mentors to the training program.

#GirlsClub Sponsorship



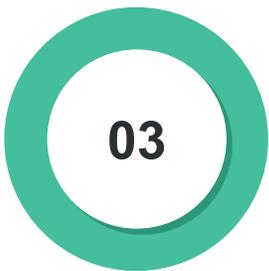
#GirlsClub sponsors are companies who align with our mission and values and benefit from the social exposure, recruiting benefits, leadership education, and lead generation opportunities #GirlsClub provides. Sponsors enjoy access to an amazing cross-section of the current and next generation of high-performing sales leaders. We help sponsors meet these four main goals:



Help with solving or recognition for being a leader in diversity & inclusion initiatives



Access to a funnel of top female sales talent ready for the next level or rapid development for their own high-potential future leaders.



Maximize brand recognition across high-performers in many industries while associating with a positive movement



List and lead generation + across a large array of influential brands and (current and future) decision makers

Key Terms & Features



LinkedIn Posts

LinkedIn posts tagging sponsor's company and contacts to promote, highlight, and celebrate sponsor partnership. 20k+ followers. 30k average impressions per month.



All-Hands Meeting

Three mandatory meetings for all Protégés, Advocates, and Mentors. Expect 100 live and 200 recorded views. This live celebration and informative video meeting will start by thanking you for your support of the program + a slide and branding of your choice. Better yet, come on live and help them put a face with your brand!



Monthly Email Sponsor

Our list of ~10,000 and ~300 active participants receive 2 - 5 / emails per month. Your 2-3 line commercial at the bottom of each email calls them to action. Average open rate of 50% and an average click thru rate of 15%.



Scholarship

Offer seats to your following, your clients or your pipeline. Use to add value to your current base, following, or pipeline! Past scholarship sponsors receive high traffic to landing pages branding their company and support + 20-50 applications. Sponsor owns scholarship landing page and application. #GirlsClub provides samples and support. Both parties send follow-up messages announcing winners and offering the sponsor-named discount. Celebrate something fantastic on Social Media and have long-term gratitude of a rising star of your choice.



Sponsor-named Discount

Applicants not selected to receive the free seat will be offered a \$500 discount to the program in your name (#GirlsClub covers this cost). Help leave everyone feeling good!



Proud Sponsor Badge

Show your employees and your recruits that you support women and career development with your badge.



Dedicated Email Offer

Upgrade a monthly email sponsorship by having your message or offer sent exclusively to our list by our program founder. Over 10,000 highly engaged contacts with an average open rate of 50% and an average click thru rate of 15%.

Key Terms & Features



Quarterly Public Webinar Sponsor

Webinars draw 300 – 600 registrations, 200+ video views post-event & 20K+ social impressions. Your branding appears in all LinkedIn posts, emails, + webinar materials. Receive registration list within 2 business days.



Product Placement

The live monthly skill training incorporates the sponsor's product / service, so participants see it in action. Our highest-attended and viewed sessions, it is part of the required Protégé curriculum. Expect 50 live attendees and another 80+ participants watching the recording each month.



Additional Assets

Have more great content? Let's strategically place your blogs, videos, or whitepapers in our eLearning Platform. Increase your brand recognition, site visits, and value-add to the next generation of sales leaders. On average, these assets were viewed at least once by 82% of our participants.



Speaker

More than a logo, you'll feature a company speaker of your choice on a live webinar or Rise Up breakout or main-stage session. Take your message and impression to the next level while creating a loyal fan base!



Sponsor Award

The coveted "Of the Year" awards are given to the top Protégé, Mentor, Advocate, and Ally (male supporter) + special awards like "Above and Beyond" or the value of your choice! Get an average of 20K social views and a proud position on a superstar's desk.



Rise Up Finale Conference

Two ½ days of phenomenal keynote and breakout sessions separated by a lively happy hour and awards dinner, this intimate gathering intertwines sponsors and attendees in small groups and hands-on learning opportunities. 120 attendees.



Diversity Sponsor

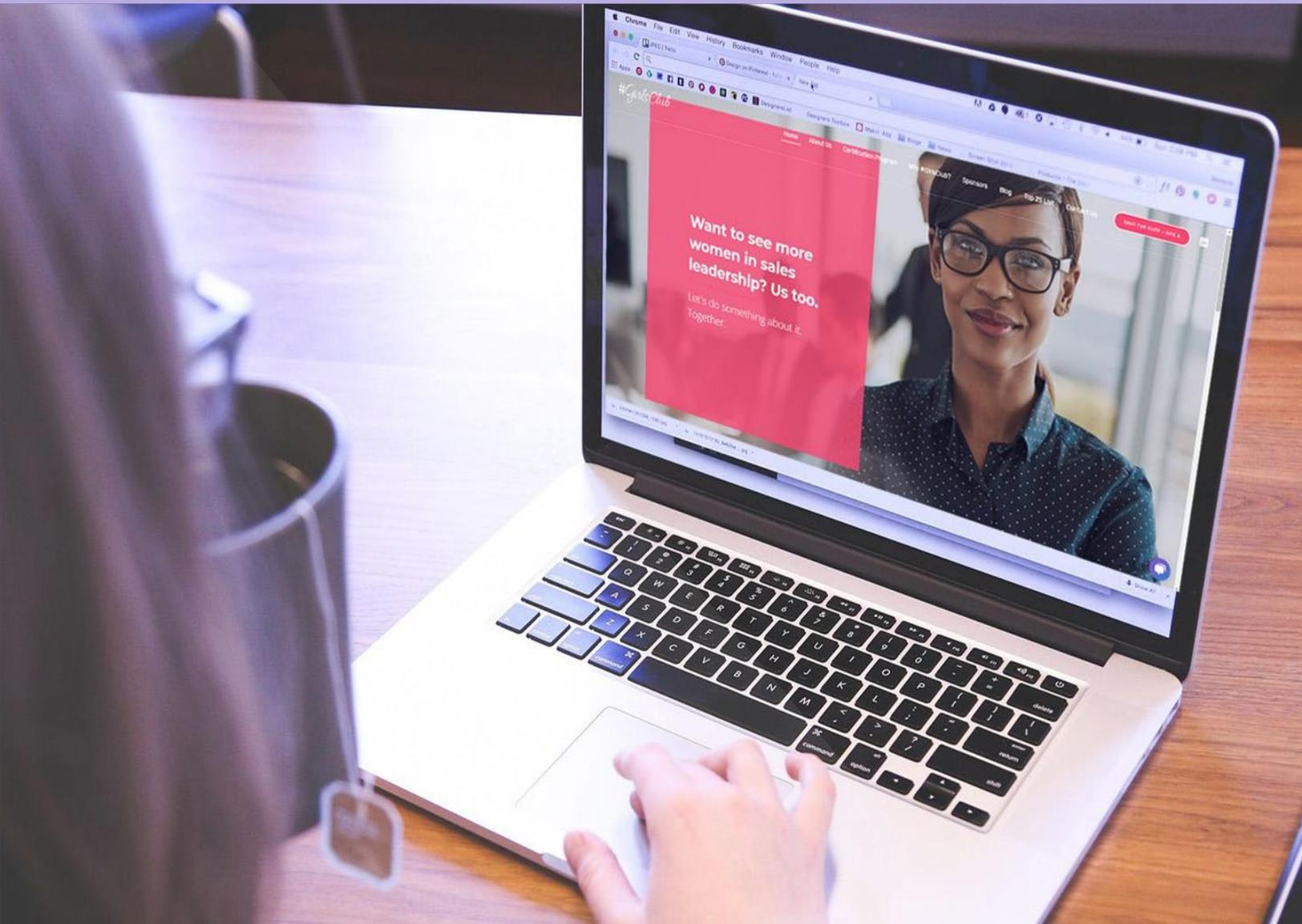
#GirlsClub will partner with 1-2 sponsor who are specially designated as our diversity sponsors to help recruit scholarship applicants or regular seat holders from protected classes. Receive special #GC logo, website designation, and serious pride.



Top 25 Companies Sponsor

#GirlsClub will recognize 25 companies for their commitment to diversity, inclusion and equality based on the votes from our following. Have your logo on every email, social post, and the final report. Winning companies will be celebrated on LinkedIn and receive a badge to place on their web, social, and recruiting sites.

All New! #GirlsClub Yearbook



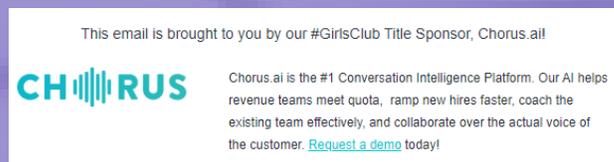
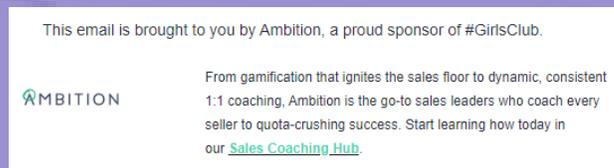
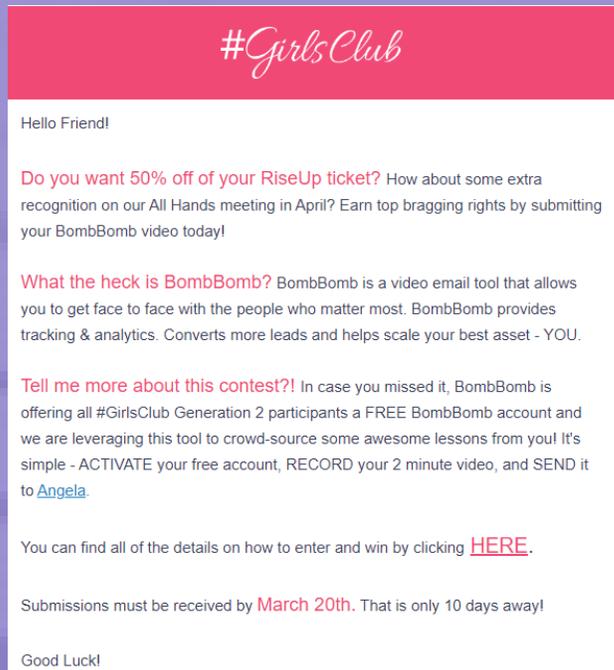
Our #GirlsClub Yearbook will feature past participants from Generations 1, 2, and 3. They'll share where they are now and what they learned from #GirlsClub. This will be a page on the #GirlsClub website that lives on forever. We'll update the Yearbook every generation.

SOCIAL MEDIA

- 20k followers (Company page + LB)
- 30k average monthly impressions on #GirlsClub company page
- 6% engagement rate



EMAIL COMMUNICATION



Over **10,000+** highly engaged contacts

Dedicated emails:

- average open rate of **50%**
- average click thru rate of **15%**

Monthly email sponsor:

- 2 – 5 emails
- average open rate of **35%**
- average click thru rate of **5%**

Company Seats



Each year, over 1000 women raise their hands as hopeful #GirlsClub certification participants.

Ensure a spot every year for your high-potential female employees.

We'll help you create an internal application process - and some buzz.

SHOWCASE YOUR SUPPORT

Post your Proud #GirlsClub Supporter Badge on Recruiting Sites!

#GirlsClub Certification Program Includes



Competencies - award-winning management skills training

Confidence – programs to build a solid foundation for risk taking & success

Community – 1:1 mentorship + cross-company networking with sales leaders

Spotlight – chances to grow out loud at your company and in our community

In six months, #GirlsClub will deliver a well-trained, confident leader ready to run a high-performance team!

Sponsored Awards

Between nomination posts, winner announcements, and personal posts by winners we received an average of 20k+ social views per sponsored award.

BombBomb Bravery Award

#GirlsClub



Katie Ray

*Territory Account Director
Alcatel-Lucent Enterprise*

THE SALES BAR

Sponsor offers and products promoted within our learning management tool



#GirlsClub | Freebies from The Sales Bar

Check out even more bonus content here!

You'll find additional learning content, videos from our sponsors and more valuable tips, tools and more here!

[Continue this learning path](#)

[Courses](#) [Additional References](#) [Reviews](#)

> #GirlsClub Freebies | Sales Huddles Course ⓘ

∨ #GirlsClub Freebies from The Sales Bar | BombBomb ⓘ

✓ READ ME | Contest Announcement and How To [BombBomb] ⓘ

✓ GO DO | Claim your free BombBomb account ⓘ

WEBINARS

Public webinar
sponsor

200 – 600 registrations
20K+ social impressions
200+ views of recording

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Company name*	Job Title*
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Check the box below to continue to receive event invites and communication from Factor 8 & from our event sponsors. For more information on how we'll process your data, read our [Privacy Policy](#).

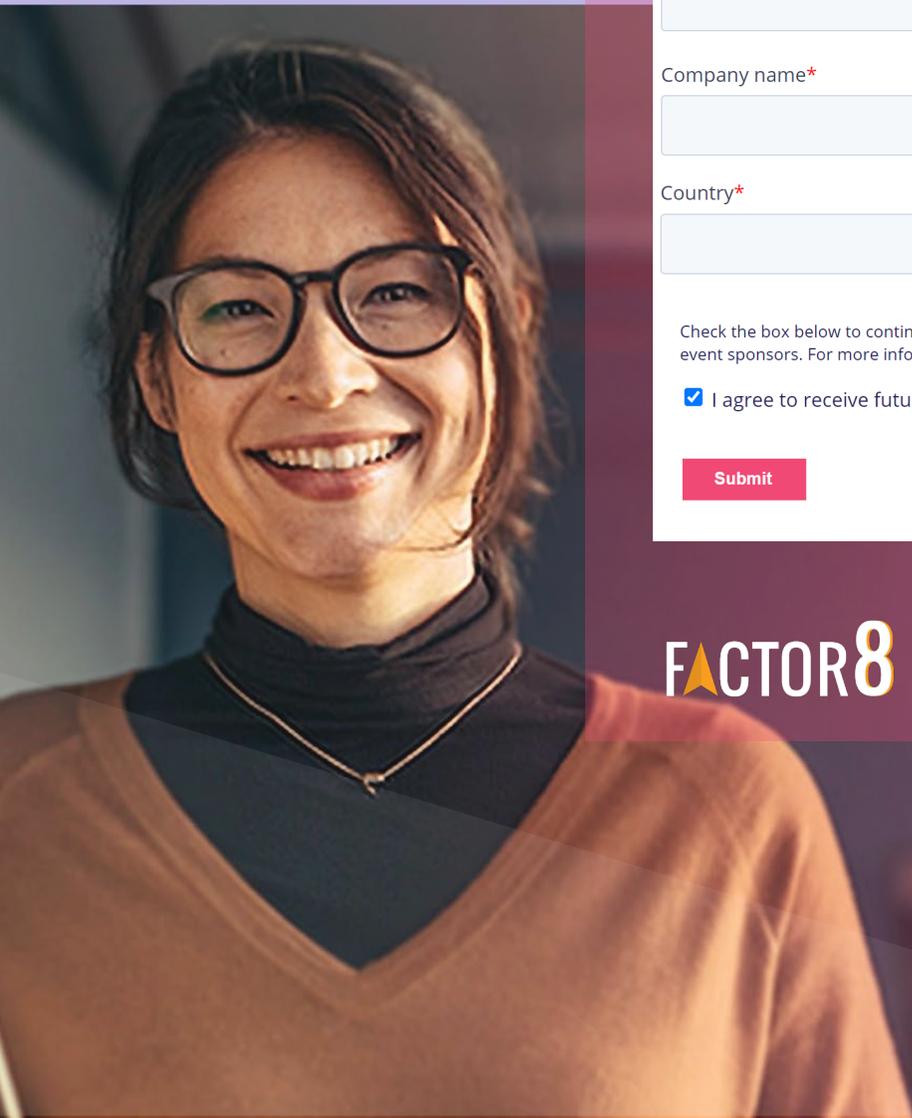
I agree to receive future communications.

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 Outreach

 AMBITION



LIVE EVENTS & TRAININGS

Showcase your product & offers during #GirlsClub meetings

Sponsor Commercials

Sponsor Demos

Sponsor Highlight
Get to know **AMBITION**



Sponsor Leads

From Hannah Schuler - Enterprise Named SDR Manager : I'd love to get involved in Takeover Tuesday LI!
From Kate Faust : Use this link to claim your FREE BombBomb account: <https://bombbomb.com/girlsclub2020/>
From Emily McLendon : I love my Bomb Bomb account!
From Paige Adams : ive been sending bombbomb videos DAILY
From Michael Finsel : And it's so easy LB does it all the time!
From Paige Adams : thank you for this account!
From LindsayDentico : I am loving BombBomb!
From LindsayDentico : thank you!
From Tiffany Kummer : I have to jump off a little early today. Thank you for everything!
From Jennifer Cheek : Same.
From Stephanie Valenti : Thanks Kate- my team has been on me to check this out. I will take a look.
From Kate Faust : great!
From Jennifer Cheek : In regards to call coaching, I just read this, and it was pretty good

Monday, April 6th



Paige Adams 1:32 PM

do we have a bombbomb contact? My team is interested in purchasing

#GirlsClub lead! >



Angela Salazar <angela@wearegirlsclub.com>

to Rebecca ▾

Hi Rebecca!

One of our Proteges reached out because her company is interested in BombBomb. (Yay!) Is there a specific contact you would like me to put them in touch with?