



#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 leaders – both women and men 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 women at any level of their 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

## PROTÉGÉS

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

## MENTORS

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

## ADVOCATES

Protégé's internal support system during the cohort program helping develop & apply new skills on the job (typically their direct manager)

## ALLIES

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

## THOUGHT LEADERS

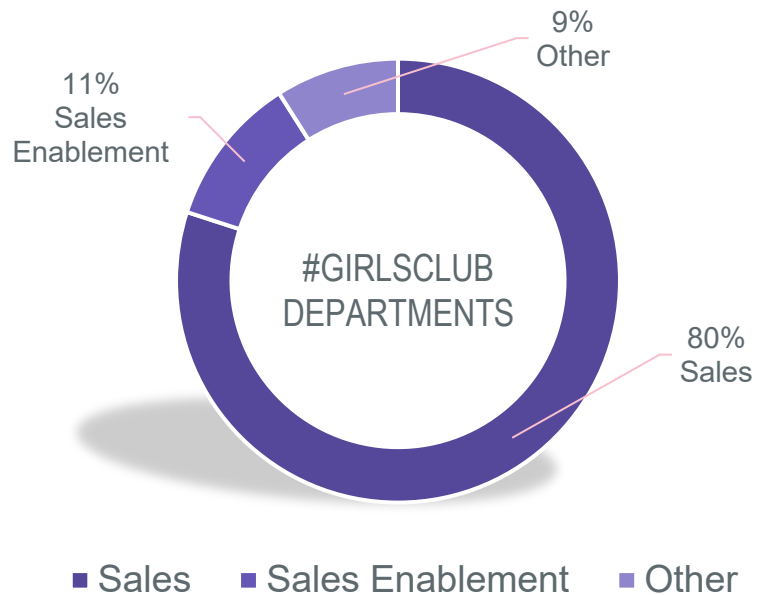
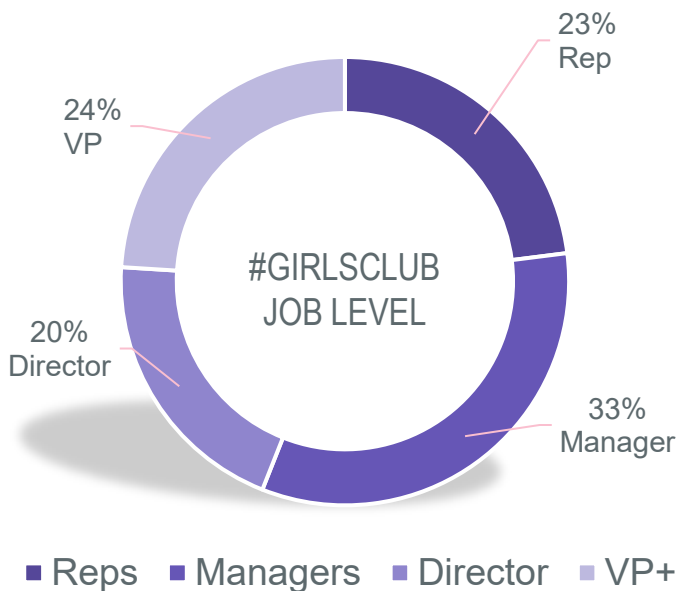
High-level women giving their time and voice as #GirlsClub role models

## COMMUNITY MEMBERS

Thousands of subscribers consuming regular content & supporting the cause

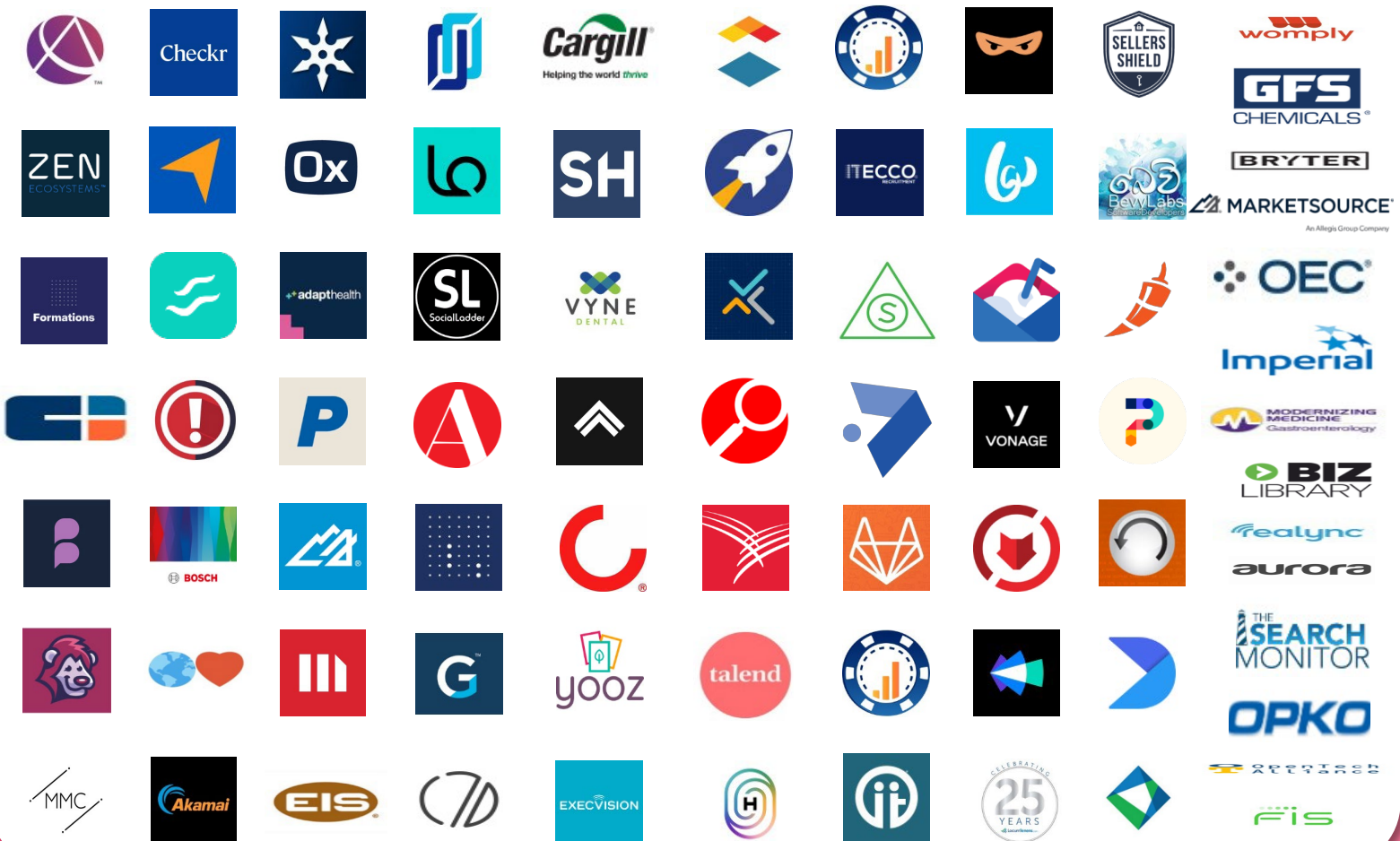


# Get To Know The Women In #GirlsClub





We've had over 1400 active participants from 700+ companies in 750 cities and 23 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



Shari Levitin  
Sales Leader & CEO



Lori Richardson  
President

#GIRLSCLUB

## Sponsors & Partners







# Empowering Women Every Day.

I Love #GirlsClub Because...



**Miriah Barry, Protégé**

#GirlsClub for life! By far the most valuable program I've ever experienced. This network fully supports sales leaders—long after the Protégé 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.



**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 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:

01

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

02

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

03

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

04

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

# Company Seats



Each year, hundreds of 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!

# Email Communication

Over **12,000+** highly engaged contacts

Sponsor emails average open rate of **50%** + click thru rate of **15%**

- **Dedicated Email** - Your company branding in a dedicated email offer to the #GirlsClub list sent from Founder, Lauren Bailey.
- **Monthly Newsletter** - Your company branding in a monthly newsletter along with a call to action (ex. link to demo).
- **Newsletter Job Postings** - Share your job postings and a direct link to apply with our incredibly engaged community.

## #GirlsClub

Hello Friend!

**Do you want 50% off of your RiseUp ticket?** How about some extra recognition on our All Hands meeting in April? Earn top bragging rights by submitting your BombBomb video today!

**What the heck is BombBomb?** BombBomb is a video email tool that allows you to get face to face with the people who matter most. BombBomb provides tracking & analytics. Converts more leads and helps scale your best asset - YOU.

**Tell me more about this contest?!** In case you missed it, BombBomb is offering all #GirlsClub Generation 2 participants a FREE BombBomb account and we are leveraging this tool to crowd-source some awesome lessons from you! It's simple - **ACTIVATE** your free account, **RECORD** your 2 minute video, and **SEND** it to [Angela](#).

You can find all of the details on how to enter and win by clicking [HERE](#).

Submissions must be received by **March 20th**. That is only 10 days away!


Good Luck!



# Webinars

Public webinar  
sponsor

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



First name*	Last name*
<input type="text"/>	<input type="text"/>
Email*	Phone*
<input type="text"/>	<input type="text"/>
Company name*	Job Title*
<input type="text"/>	<input type="text"/>
Country*	
<input type="text"/>	
<p>Check the box below to continue to receive event invites and communication from Factor 8 &amp; from our event sponsors. For more information on how we'll process your data, read our <a href="#">Privacy Policy</a>.</p> <p><input checked="" type="checkbox"/> I agree to receive future communications.</p> <p><input type="submit" value="Submit"/></p>	

Brought to you by:

FACTOR8



Outreach



AMBITION

# Social Media



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

## Takeover Tuesday Sponsorship

Our most popular social posts! Our Takeover Tuesday posts receive 110,000 views annually on Lauren Bailey's LinkedIn. We share between 2-4 posts per month.



# Live Events & Trainings

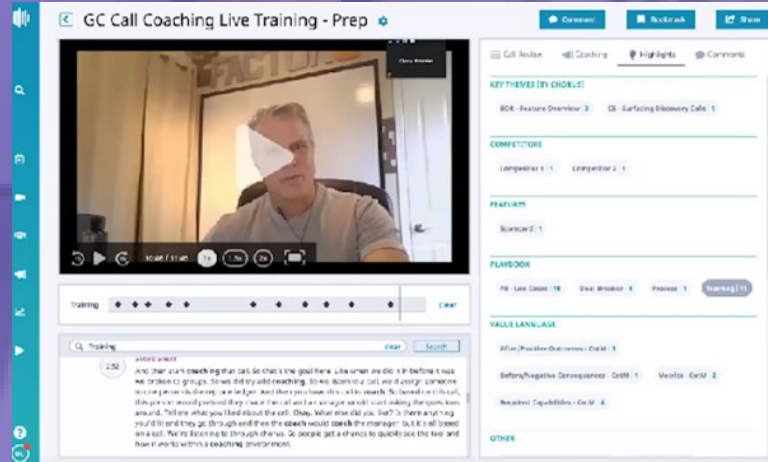
Showcase your product & offers during #GirlsClub meetings

## Sponsor Commercials

Sponsor Highlight  
Get to know **AMBITION**



## Sponsor Demos



## 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?

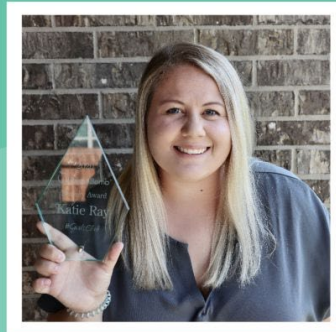


# Sponsored Awards

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 ⓘ

# Top 25 Companies Where Women Want to Work List



## Automatic Nomination

All #GirlsClub Sponsors receive an automatic nomination for our annual Top 25 List. Our 2021 list of winners has been viewed over 25k times in less than 1 year!





## RiseUp Finale Celebration

Wrap up Gen 5 in Fall 2023 in style by attending the RiseUp Finale Celebration. Joining us for two transformative and motivational days of inspiration and practical content.

The location of 2023 RiseUp is TBD but past locations include Park City, Utah and Dallas, Texas.

**Learn more:** [wearegirlsclub.com/rise-up](https://wearegirlsclub.com/rise-up)

**Branding**

**Speaking**

**SWAG**

**Happy Hours**

**Attendee List**

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



# 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!



## 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%.



## 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.

# Key Terms & Features



## **Speaker**

More than a logo, you'll feature a company speaker of your choice on a live webinar or RiseUp 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.



## **RiseUp 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.



## **Newsletter Sponsorship**

Your company branding in a monthly newsletter along with a call to action (ex. link to demo). Our #GirlsClub newsletter is sent to 10k+ community members with an average open rate of 25%.



## **Newsletter Job Postings**

Share your job postings and a direct link to apply with our incredibly engaged community, which consists of 10k+ recipients and an average 25% open rate.



## **RiseUp on Record Sponsorship**

Our RiseUp on Record videos are our most popular asset in The Sales Bar! We collect up to 30 – 50 videos per Generation and sponsors will have the opportunity to add their branding and messaging into the videos ("Brought to you by...").



## **Speaking Engagements by Lauren Bailey**

Sponsors will have the opportunity to have award-winning speaker and #GirlsClub Founder Lauren Bailey speak at any of their virtual events. She will thank the sponsors and share their involvement with #GirlsClub.