

#GirlsClub boasts
500 promotions
and counting
for aspiring
managers!

#GirlsClub

**Empower Women.
Transform Teams.**

Exclusive 5-Month
Sales Leadership Training &
Certification Program
Overview





Our Mission

#GirlsClub is committed to changing the face of sales, marketing, and customer success by empowering more women to earn roles in leadership -helping reverse the zero-growth trend of women leaders in GTM.

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 exclusive certification program includes:

- Tactical GTM 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 trailblazers, 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.

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!).





#GirlsClub Community

PROTÉGÉS

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

ADVOCATES

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

THOUGHT LEADERS

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

MENTORS

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

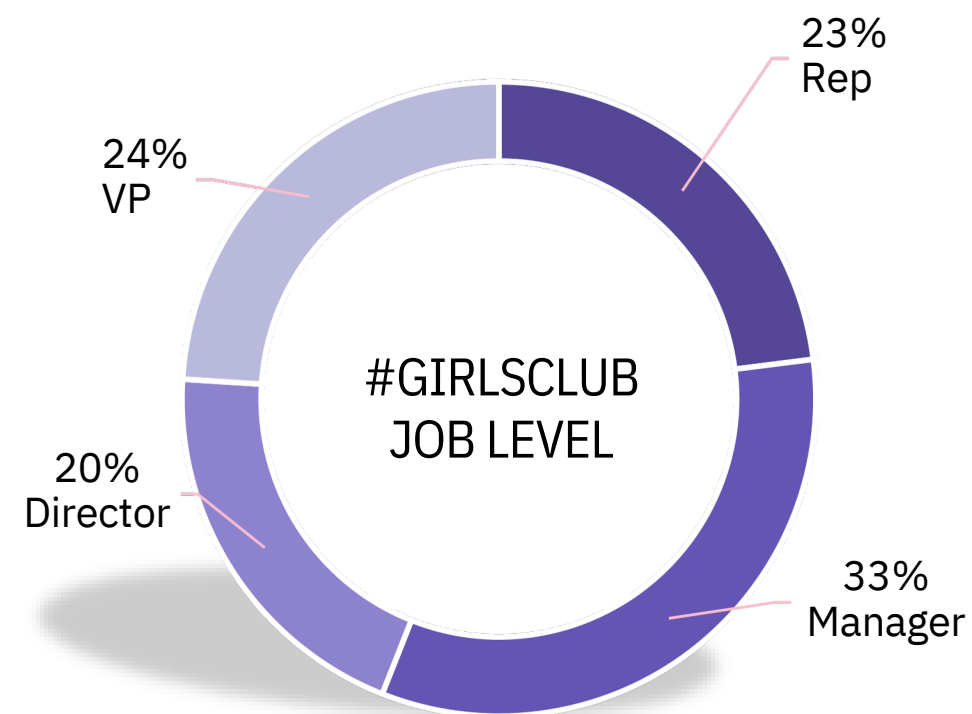
ALLIES

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

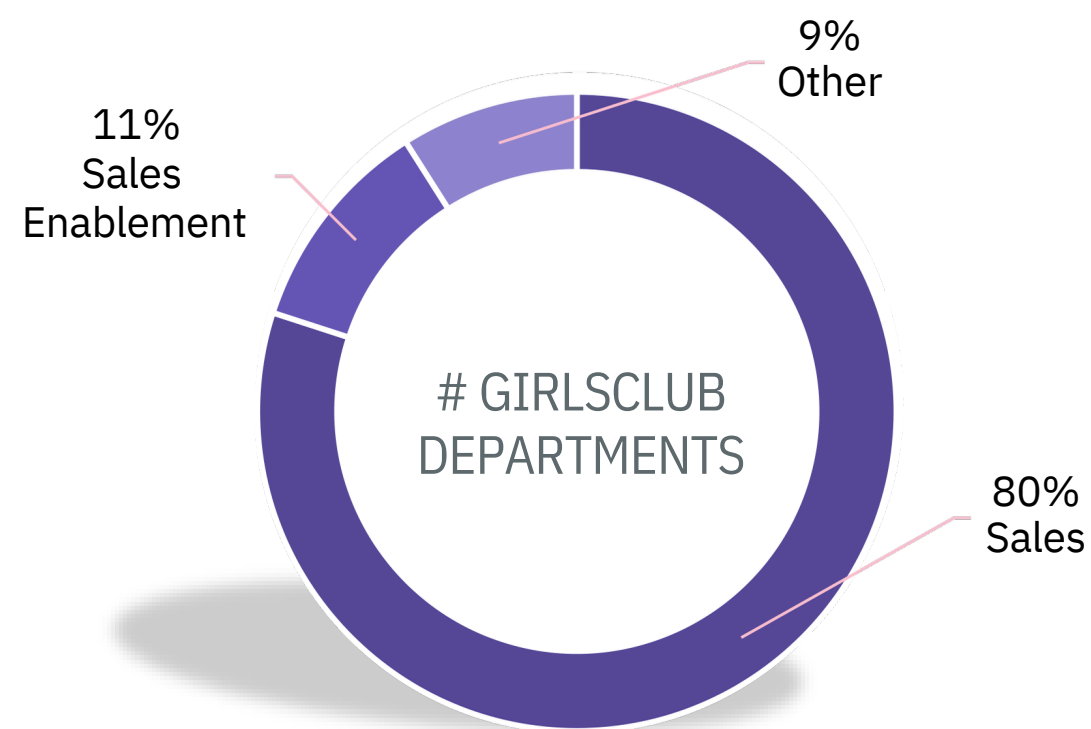
COMMUNITY MEMBERS

Thousands of subscribers consuming regular content & supporting the cause

Get to Know the Women in #GirlsClub



■ Reps ■ Managers ■ Director ■ VP+



■ Sales ■ Sales Enablement ■ Other



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



Join the Program

Applications for the #GirlsClub virtual cohort program open once a year with limited space. 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.

General applications are open

Sponsor scholarships begin February 1, 2025

Scholarships & applications close March 31, 2025

#GirlsClub Generation 7 begins in April 15, 2025

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, if space is still available.

To apply Protégés will need to:

- Complete an application online at www.wearegirlsclub.com
- 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

2 hours of optional bonus live & self-paced content

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

#GirlsClub Program Overview

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

COMPETENCY	COURSE DESCRIPTION
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.
Difficult Conversations	Having difficult conversations is a part of every sales manager's job, a tough part. Arm yourself with our E-COACHN SM model and ⁹ some tips around who, what where, when, and how to have these talks.

#GirlsClub Program Overview

CONFIDENCE building is the magic of #GirlClub. We 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 “RiseUpOn 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

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
- Thought Leader of The Year
- Special Sponsor Awards (e.g., Bravery, Call Coaching, Above & 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 95% 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 Protégés 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?

The tuition cost is \$3000.

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 on their behalf. Scholarship winners who have already paid will be reimbursed by #GirlsClub.



Empowering Women Every Day

I love #GirlsClub
because ...



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.



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!

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 Protégés! 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 Protégé to mentor and develop during the 6-month program. You will have the ability to make a significant impact on your Protégé'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 Protégé 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, graduation, 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.

78%

Protégés report directly
to their Advocate

75%

Director level
and above

56%

Of advocates identify
as male

93%

Plan to advocate for
another Protégé

Who is a #GirlsClub Advocate?

ADVOCATES are typically the Protégé's direct manager or supervisor. The Advocate is required to complete a recommendation for the Protégé 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 Protégé can count on for support, guidance, and constructive feedback.
- will follow the Protégé's progress throughout the program helping them develop & apply new skills on the job.
- an internal cheerleader - building up Protégés in front of leadership and providing them with opportunities to grow.

We hope Advocates will champion for more opportunities for their Protégés to take risks, take on new projects, and earn promotions. Protégés 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 Protégé a minimum of one hour a month during the six-month program to discuss the Protégé'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, graduation, 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 Protégé.



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
- Hosting a live webinar on an area of your expertise with our cohort

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 Opportunities

Why sponsor #GirlsClub

- 76% of job seekers prioritize workplace diversity.
- Women's sales close rates are 11% higher than men's.
- Employees are 12x more likely to leave if they don't get the professional development they need.
- Firms with greater board gender diversity outperform others.
- 70% promotion rate for participants
- 46K+ Social Media Followers
- 8K+ Email Subscribers
- Top Industries: Software, IT, Finance, Marketing, and more.

"#GirlsClub is an amazing organization that has helped so many women grow..."
– Adam, VP of Sales

"We have set goals to get more women into leadership..."
– Janette, Supporter



#GirlsClub

**READY TO GET
STARTED?**

www.wearegirlsclub.com

Ashley Gagliano

VP Revenue

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