

# #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, role models, 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 may still exist. We celebrate trail blazers, risk takers, working moms, and every single women in the World 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. 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 1 free seat to their award-winning online sales management training program for an aspiring woman sales manager at companies attending the AA-ISP 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. What if we didn't just provide skills? What if we built a community? We added:

- Hands-on skill practice & demonstration
- Feedback from peers and facilitators
- Live webinars
- 1:1 mentors
- Private access to inspiring thought leaders
- A face-to-face finale event

#### #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.

**We think we might be on to something. We hope you'll join us in changing the face of sales Worldwide.**



## [ PROGRAM CONTENT ]

### 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 to the role, goals, and challenges of sales management. Curriculum focuses on helping managers drive sales results, develop their team, and manage their work load.

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. They are also expected to develop themselves, take risks, share and record their stories during the program.

#### ONLINE COURSE LISTING

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

### WEBINARS

Each month participants will go live with each other and Factor 8 facilitators to share their experiences applying new skills, ask questions, and hold each other accountable. Mentors will enjoy exclusive thought-leader interviews + content, and Participants, Mentors, and Thought Leaders will join all-hands webinars. All live events will be recorded for viewing afterward.

### RISE-UP FINALE SUMMIT

The 9-month virtual program culminates in a live RISE UP 2-day Summit\* where participants 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.

### 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, 3<sup>rd</sup> 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	E-Learning 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's managers & sponsors	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	Varies (3-6 targeted)	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 3 sections and run for 9 months with assignments and live events at the end of section. The RISE UP summit will take place at the end in May 2019.



## [ PROGRAM LOGISTICS ]

### PARTICIPANT SELECTION & MANAGER INVOLVEMENT

Up to fifty free and fifty sponsored participants will be chosen for 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 + their Managers and internal Advocates 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 80% 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. Managers unable to meet all time commitments will be supported by internal Advocates. Managers and Advocates will gain access to email and thought leader content.

### PROGRAM VALUE & COST

The 9-month #GirlsClub program is valued at \$7400 per participant and \$3400 per mentor (mentors gain access to all program content + exclusive access to Thought Leaders!). All mentors volunteering their time may participate at no cost. Two mentors / company are welcome (up to 5 from sponsor companies)!

The first fifty qualified participants are sponsored by Factor 8. An additional 50 seats will be opened for sponsors (up to 5 seats each) and paid participants (up to 2 seats each). Paid seats are offered at \$4200 per participant.

Companies with free participants agree to cover an administrative and materials fees (approximately \$75 - \$300).

### 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. If more than 50 are qualified, they will be accepted on a first-come first-serve basis.

#### 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 within the organization. Managers and Sponsors will be asked to grade, give feedback, and meet regularly with participants.



## [ MENTOR OVERVIEW ]

### THE MENTOR'S ROLE & EXPECTATIONS

Mentors will act as role models, sounding boards and advisors to participants. They will participate in regular 1:1 calls every 4-6 weeks and offer participants, guidance and their own stories. There is no cost to be a mentor and 2 mentors are welcome from every company (5 per sponsor company)!

Mentors will gain access to all on-line curriculum, **sessions with thought leaders exclusive to mentors**, and attendance to the Rise Up Finale Summit Event.

Mentors will be provided with a best practices and FAQ guide for first-time mentors. Participants are expected to set all agendas and manage logistics of mentoring calls. Mentors are expected to:

- ☐ Show up on time to all calls
- ☐ Role model leadership behaviors
- ☐ Reschedule meetings with at least 1 day notice and no more than twice during the program
- ☐ Participate in all-hands and thought leader sessions
- ☐ Offer guidance and feedback on participant assignments
- ☐ Record their own learning and growth to share with the community

### PERSONAL DEVELOPMENT – “RISE UP ON RECORD”

Although mentors will not be assigned front-line manager eLearning courses and assignments, they will be asked to give feedback on several of the participants' assignments, participate in discussions, weigh in on trending topics, and actively participate in sessions with third-level thought leaders and advisors.

Mentors will be asked to self-develop by setting goals, finding growth opportunities, asking for feedback, and sharing their own journey in a 5-15 minute video called “Rise-up on Record.” Videos are intended to role model vulnerability, authenticity, risk taking, and growth for participants while providing a challenging and rewarding experience for mentors.

### MENTOR SELECTION & TIME COMMITMENT

#Girls Club will gladly accept men and women mentors with approximately 10 years of sales management experience and a commitment to meet all of the program role requirements.

Mentors will spend 1-3 hours / month on their own and their protégés development. About 50% of their time will be during work hours. The final workshop is up to 3 days out of the office in February or April/May 2019 (attendance is not required but encouraged).

### COST

Our goal is that mentors will grow and benefit equally with participants as part of the #GirlsClub experience but have their costs covered by sponsors in trade for their generous time donation to participants.

There is no cost to participate as a Mentor! Like all free participants, mentors attending the Rise Up finale event will be asked to cover their administrative and materials fees of \$75 - \$300 depending on sponsorships.

### ACTION:

Sign up at <http://info.factor8.com/girlsclub> as a mentor. You will be contacted with application information.



## [ THOUGHT LEADER OVERVIEW ]

### THE THOUGHT LEADER'S ROLE & EXPECTATIONS

Thought Leaders are an integral part of the program. Your role is to inspire, to stretch boundaries, to get us thinking, believing, and striving. In other words, keep being you.

Thought leaders will work primarily remotely and with #GirlsClub mentors. We'd like to involve you in one of the following ways:

- 01 Provide relevant content – have you written an article, or eBook or recorded a webinar or podcast that women aspiring to leadership roles will find inspiring intriguing or even controversial? We'd like to share it with our group and invite discussion. All formats and lengths welcome. (12-18 slots open)
- 02 Recorded Interviews – Think of this as part keynote and part Oprah interview (with wine). We'll select thought leaders to participate in a live video interview event where we pull out your message and then get to know you more personally. Relax in your favorite chair after hours with a snack or beverage and #GC Founder Lauren Bailey will interview you on video. Our audience of mentors will attend live and we'll invite their Q&A at the end of the session. The interview will be recorded and shared with the hundreds of women in this program and the many hundreds in future programs. (5-6 slots open)
- 03 Live keynote – Our Rise Up Summit – the finale event after 6-9 months of training and mentoring will bring all the women face to face for 1.5 - 2.5 days. Speakers will have 30-45 min in front of the entire group of about 150-300 women. Chosen speakers will have topics that inspire, challenge, and activate women at every level to take risks, include others, advocate for her career, and strive for more. (2-4 slots open)
- 04 Thought-Leader Challenge. We want your help identifying and shining a light on stereotypes needing re-definition, tables that need more women-filled seats, and assumptions that need re-thinking. We'll collect ideas from our entire community and ask brave thought leaders, mentors (and your friends) to help take action, take to social media, record videos, and push a few envelopes. (3-5 slots open for our bravest takers!)

### WHAT IS THE RIGHT CONTENT AND MESSAGE?

Program participants are aspiring front-line sales managers. Some may already have the title and be on the job for under a year, but most are working sales reps with high potential. Mentors have around 10 years of experience in sales management. Nearly all have lacked strong female role models in the work place. We will provide job training, new ideas, role models, a spotlight & a community.

Inspiring messaging could be any of the following areas (and more! Use this as a jumping-off point):

- ☐ Women in the field of sales
- ☐ Women as managers and leaders
- ☐ Being inclusive and supporting
- ☐ Industries and roles with and without women
- ☐ Risk taking
- ☐ Negotiating
- ☐ Asking for what you want
- ☐ Integrity
- ☐ Confidence
- ☐ Sales
- ☐ Sales Leadership

#### ACTION:

Sign up at [info.factor8.com/girlsclub](http://info.factor8.com/girlsclub) as a thought leader. Please indicate what role you desire in the notes. We will be in touch soon!



## [ SPONSOR OVERVIEW ]

### WHY SPONSOR?

The time is right and the community is activating! Your brand will be seen by tens of thousands as a leader of diversity and inclusion, and a leading supporter of women in sales. Boost your public image, open more participants slots for your company, and gain access to users recommenders, and decision makers in companies you've never reached before.

SPONSOR BENEFIT		PAY IT FORWARD SPONSOR \$5000	PATRON SPONSOR (6 OPEN) IN-KIND	ADVOCATE SPONSOR (6 OPEN) \$20,600	PARTNER SPONSOR (6 OPEN) \$34,880	TITLE SPONSOR (4 OPEN) \$46,980
PEOPLE	Student Registrations	1	0	3	4	5
	Working Mentors	1	1	3	4	5
	Thought Leader Featured	0	1	0	1	1
	Program Advisor	0	1	0	0	1
BRANDING*	Logo & link on web / social pages	✓	✓	✓	✓	✓
	Product placement consideration		✓	✓	✓	✓
	Social Media thank you (3+)	✓	✓	✓	✓	✓
	Logo at Rise Up Finale Summit		✓	✓	✓	✓
Monthly email sponsor: 2-3 emails with your 5-line commercial				✓	✓	
3-minute spotlight commercial in participant webinar				✓		
3-minute. spotlight commercial in all-hands webinar					✓	
Spotlight commercial on webpage					✓	
Spotlight commercial on thought-leader webinar						✓
1 Sponsor attendance & live spotlight at finale event						✓
"Brought to you By" branding on all materials, sites						✓

ROLE	DESCRIPTION	APPOX. #
Participants	Rep / new manager level taking the training to gain management promotion	75
Managers	Participants' managers (same company)	75
Advocates	Manager / Director / Executive agreeing to support participant (same company)	75
Mentors	Volunteer with 10+ yrs. Experience (Sr. Director average level) from different company	75
Thought Leaders	Expert at top of her field in sales / business / entrepreneurship	25
Shadows	Sister groups following & receiving email + thought leader content	500 +
Followers	Community of social followers supporting the program	20,000 +

### IN-KIND SPONSORS NEEDED:

We need the following services: marketing, social media, PR, videography and editing, administration, facilities, catering, and equipment use.

\*See next page for more detail on event descriptions





## [ SPONSOR OVERVIEW ]

	BENEFIT	DESCRIPTION	IMPACT
ALL SPONSORS	Logo & link on #GirlsClub website & social pages	Your brand will be displayed on all #GirlsClub web, LinkedIn, and Facebook home pages as a company that supports launching more women into sales management.	5,000+ Online 1 year
	Product placement consideration	Could your tool, service, or software help us during our virtual training or live event? Let's put it in the hands of our 200 active participants, mentors, and thought leaders.	200+ In-hand
	Social Media thank you's	We're averaging more than 7K views per post on #GirlsClub. Shouldn't each of our fans know about you? 3+ mentions through lead-in and 9-month program.	10,000+ Social media 1 year
	Logo at Rise-Up finale summit	This 2-day conference will be attended by 200 women – Thought leaders, Mentors, Managers, and Reps. No booths, just learning, inspiring, and connecting. And one more time for each participant to say thank you to you for making it possible.	200+ In person 2 days
ADVOCATE	Monthly email sponsor	Get viewed by brands you couldn't reach before with a link to your commercial and offer in our inspirational content emails. Emails are sent 2-3 times per month and go to each participant, their manager and advocate in their company, mentors, thought leaders, and our extended network of shadows. – that's over 500 women at every level x 2-3x in a month.	1000+ In email 1 month
	Participant webinar sponsor	Each month participants are brought together to work on newly learned management skills, and your commercial will open the webinar. (No more than two / webinar). These sessions and your message are recorded & become part of the required curriculum for all future #GirlsClub participants.	75+ Live online & recorded for future rounds
PARTNER	All-hands webinar sponsor	Our largest live event happening only 3 times, your commercial will open the all-hands meeting of participants, mentors, and thought leaders, and your representative is invited to attend. This event is part content, part inspiration, and all community building. Recorded for future programs. No more than 2 sponsors / event.	200+ Live online & recorded for future rounds
	Web-page spotlight	Our new www.SalesGirlsClub.com webpage is the gateway for all participants, mentors, thought leaders, shadows, and extended network of followers. That's thousands of men and women at all levels. Your logo is already here, put your video or your offer here as well.	5,000+ Online 1 year
TITLE	Thought-Leader Interview spotlight	Live interviews with big names in business. Exclusive live attendance for Thought Leaders, Mentors, and Advocates + recording for all participants, shadows, and future participants. This will be the content people are talking about. Your 3-min interview / commercial will Open the session and your representative is invited to attend. No more than 2 sponsors.	100+ Live online, Emailed to 500+ . Recorded for future rounds
	Rise-up finale summit spotlight	Exclusive to our top sponsors, we'll pull your representative on stage for a few words and a round of applause from a grateful crowd of 200 participants, mentors, and thought leaders.	200+ In person
	Brought to you by branding	Program materials – like our site – are viewed by not only all current and prospective participants, mentors, and thought leaders, but by future hopeful participants and the curious. Thousands of views + staying power.	1000+ In print, online 1 year

### BROUGHT TO YOU BY



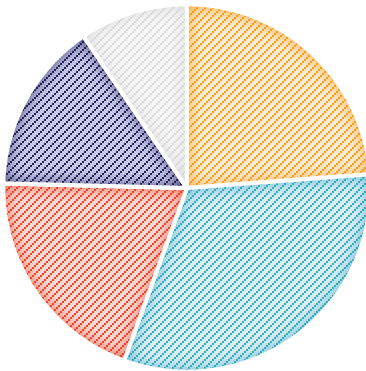


## [ SPONSOR OVERVIEW ]

### Get to Know the Women in #GirlsClub

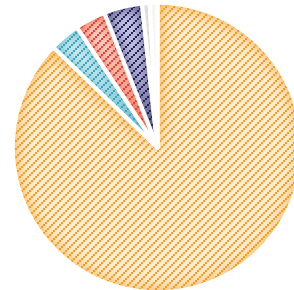
#### #GIRLS CLUB JOB LEVEL

Rep Manager Director VP C-Level



#### #GIRLS CLUB DEPARTMENTS

Sales Other Training  
Operations HR Marketing



#GirlsClub is tightly focused on producing more inside / digital sales managers and VP's. We do this by surrounding our participants (reps) with role-model leaders (Managers, Directors) and exposing our mentors (Directors) with inspirational thought-leaders (VP, C-Level)

### Get to Know the Participating Companies

Here is a snapshot of some of the brands represented by participants, mentors, or thought leaders. There are a maximum of 5 participants from each company. We can not guarantee that applicants from each of the company below are selected to participate.

ADP	Pearson	Cardinal Health	Hunter Douglas
Georgia Pacific	Service Source	CDW	Sysco Guest Supply
Grainger	SAP	Comcast	Medline
IBM	Staples	Elsevier	Paychex
MarketSource	Thomson Reuters	Finstra	Tesla Motors
Microsoft	Velcro	Bottomline Technologies	Verizon
Panasonic	Vonage	Boundtree	ZipRecruiter

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