

PARTICIPATION OPPORTUNITIES

Women in Sales Leadership Forum:

Developing the Next Generation
of Women Sales Leaders.



women
in sales



institute for
excellence in sales



Motivating and Elevating Promising Young Women into Sales Leadership Will Help You Retain Top Tier Talent

HBR research confirmed what other findings also revealed:

- Companies that invest in **gender-diversity in sales and sales leadership experience 15x higher than average sales revenue.**^{2,3}
- Women consistently achieve higher quotas.⁴
- Women usually remain in their sales role a year longer on average than their male counterparts, decreasing turnover.⁵
- Women build more diverse teams with usually a 50/50 gender division compared to men who typically have only 25% women on their teams.⁶
- Companies with **gender parity see above-average revenue, market share, and profitability.**⁷



Anne Altman

Former GM, IBM Federal
Co-Founder, Everyone Matters, Inc.

“The IES Leadership Forum is a great program that will help talented, successful female sales professionals grow as leaders in the business communities they serve. The curriculum, coaching and group work are perfectly geared to help companies motivate and elevate their top performers with leadership aspirations.”

The Women in Sales Leadership Forum Will Give Your Emerging Sales Leaders the Tools to Succeed

Career growth is a key factor in retaining the top tier sales talent you've hired. But are they ready? IES data indicates that one of the biggest challenges employers face is developing promising young women into higher ranking sales leaders. However, their likelihood of success is not as promising as they are. The Forum was developed to help employers like you give the women on your team the sales leadership tools, techniques and strategies they need to succeed.

- Build on their innate talents while also providing them with the tools to take on new challenges.
- Navigate unexpected twists and turns, rather than be blindsided by them.
- Develop their unique leadership style that is grounded in their strengths and aligned with their values and goals.
- Foster a leadership mindset that allows them to respond to myriad situations with confidence, consistency and resolve.
- Create a vision of their leadership and their capacity for career ascension.



“... female leaders often struggle to cultivate an appropriate and effective leadership style—one that reconciles the communal qualities people prefer in women with the agentic qualities people think leaders need to succeed.”⁸

Why the IES is the Right Organization to Deliver the Women in Sales Leadership Forum

Top five reasons why the IES Women's Leadership Forum is the right program for the selling community:

1. The Institute for Excellence in Sales (IES) is the **premiere organization** for the growth and professional development of top tiered sales executives and leaders.
2. The Women in Sales Leadership Forum is **the only non-corporate initiative aimed at advancing women as sales leaders.**
3. The forum provides participants with proven techniques for building consistent confidence, **managing with authenticity and assertiveness** and leveraging personal strengths for the success of their careers and their organizations.
4. This opportunity will challenge participants to understand and capitalize on their **most valuable resources:** their intuition, their personal and professional values, and what inspires and energizes them.
5. Participants will come away with knowledge that will help them become **consistent, engaged, practical** leaders that are respected and supported - essential qualities of successful managers.

"...We need to define leadership not as perfection but as intelligence, honesty and doing the right thing."¹

The Women in Sales Leadership Forum is a Transformative Experience for Participants

Participants will benefit from participating by:

- Learning new skills and harnessing existing ones that will help them take their sales leadership career to the next level.
- Developing rich business networks with other like-minded and ambitious sales leaders.
- Building leadership skills that will help them build strong sales teams that will drive growth.
- Uncovering new abilities that will help them succeed as leaders.



INVESTMENT

\$3,595
per person.

\$3,100
for second participant from
same company

\$250
discount for IES member or
sponsor employees

Program Details

The Forum consists of six leader-led classes presented over a four month period from early-November to mid-March and is comprised of:

- In-classroom training and online modules.
- Team exercises, practice sessions, peer-to-peer learning, coaching opportunities.
- Practical application of leadership objectives with results reporting and feedback.

Each module is designed to provide a variety of opportunities that:

- Challenge participants to appreciate their current level of expertise and build on their strengths and capabilities.
- Allow lateral learning from more experienced participants.
- Provide an open, safe and respectful learning environment that allows for diverse perspectives, spontaneous conversations and unexpected discovery.
- Provide enthusiastic, engaging and experienced facilitators and speakers that capitalize on varied learning and knowledge sharing styles.

Sessions and Topics:

Session 1: Leadership Fundamentals: An in-depth look at what being a strong, effective and compelling leader entails.

Session 2: Mindfulness Techniques: Proven techniques for developing one's emotional intelligence, building rapport, and trust quickly, and increasing positivity with employees and colleagues.

Session 3: Leader Speak: Learn how to engage the four core aspects of speaking like a leader that are critical to success: Believability, likeability, on-message, and confidence.

Session 4: Purposeful Leadership: Establishing your personal leadership style that harnesses your strengths and professional purpose.

Session 5: Trust Your Gut: Second guessing yourself undermines your confidence and is reflected outwardly. Utilizing your intuition improves decisiveness and instills confidence.

Session 6: Putting Your Leadership Style to Work: Presentation of participant's Personal Leadership Projects with feedback from facilitator and forum colleagues.

Contact information

For more information about this exciting opportunity, please email Gina Stracuzzi, Women in Sales Program Director at womeninsales@i4esbd.org.



“People become leaders by internalizing a leadership identity and developing a sense of purpose. Internalizing a sense of oneself as a leader is an iterative process. A person asserts leadership by taking purposeful action—such as convening a meeting to revive a dormant project. Others affirm or resist the action, thus encouraging or discouraging subsequent assertions. These interactions inform the person’s sense of self as a leader and communicate how others view his or her fitness for the role.”⁹

Resources

1. **Zeilinger, Julie.** *Why Millennial Women Do Not Want to Lead.* Forbes Magazine.. July 16, 2012.
2. **Blum, Kelly.** *Women Hold Just One in Five Sales Leadership Positions.* CEB/Gartner. February 28, 2018.
3. **Fagan, Laura.** *5 Big Takeaways from the Dreamforce Women's Leadership Summit.* Salesforce Blog. September 18, 2015.
4. **Hunt, Vivian, Layton, Dennis, and Prince, Sara.** *Why diversity matters.* January 2015/September 2016.
5. **Women in the Workplace Study. LeanIn.Org and McKinsey & Company. Study:. 2017.**
6. **Badal, Sangeeta.** *The Business Benefits of Gender Diversity.* Gallup Business Journal. January 20, 2014.
7. **Zenger, Jack and Folkman, Joseph.** *Are Women Better Leaders than Men?* Harvard Business Review. March 15, 2012.
8. **Eagly, Alice H., Carli, Linda L.** *Women and the Labyrinth of Leadership.* Harvard Business Review. September 1, 2007.
9. **Ibarra, Herminia, Ely, Robin J., Kolb, Deborah M.,** *Women Rising: The Unseen Barriers.* Harvard Business Review. September 2013.

www.i4esbd.org/womeninsales

