

Sponsor Guide 2023

Recruit, Retain, and Elevate
Women of Color (WoC) Sales Talent

CHERILYNN CASTLEMAN
The Relationship Sales Expert



CHERILYNN
CASTLEMAN

Cherilynn Castleman Presents

CLAIM YOUR SEAT

Design a strategy to get a seat
at the table of your dreams!



PRECIOUS L. WILLIAMS
Pitch Master & Sales Expert

DONALD KELLY
Founder & CEO of the
Sales Evangelist



ANITA NIELSON
B2B Sales Sensei



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Is Diversity Part of Your Strategy?

Unlock Higher Revenue with a Diverse Sales Team

Today's leading companies understand that Diversity, Equity, and Inclusion (DE&I) aren't just buzzwords—they're key to a winning sales strategy. Research consistently shows that diverse sales teams outperform their homogeneous counterparts. They not only generate higher revenue but also excel in customer satisfaction and workplace happiness.

So, are you ahead of the curve? Do you know how to attract and keep standout Women of Color in sales leadership roles?



The Data-Backed Power of Diversity in Sales

According to a recent Forrester report



Diversity Drives Sales Report

Smart companies recognize that Diversity, Equity, and Inclusion (DE&I) aren't just buzzwords; they're a proven formula for success in sales. A recent Forrester report commissioned by LinkedIn underscores the competitive edge diverse sales teams enjoy:

A 28% higher average lead-to-opportunity conversion rate for sales organizations with strong DEI practices.

A 12% higher sales attainment by embracing DEI practices.

An average rise in customer satisfaction scores by 7% when DEI is well-implemented.

A projected revenue increase of at least 3% for diverse sales teams

"...these figures confirm what I've observed firsthand: the immense profitability of a diverse, ambitious sales team, especially those rich in Women of Color talent." –Cherilynn Castleman

Does This Sound Like You?

- Struggling with high turnover and underperforming sales talent?
- Disappointed with the ROI on your previous agency partnerships or training programs?
- Frustrated with “new” approaches that leave you right back where you started?

If you answered “yes” to any of these, you’re in the right place. Let’s turn your ambitions into measurable results and focus on empowering your underrepresented sales talent. Give them the confidence and tools they need to shine.

Let’s get started on your success story. Explore the session agenda and speakers to find out more.



Our Expertise

We have extensive experience in generating substantial revenue for the businesses we serve, while bringing the revolving URG sales talent door to a screeching halt – for good.





“Cherilynn Castleman Presents”

Will help your goals and plans become a reality!

Over the past 30 years, I’ve seen time and time again just how profitable it is to invest in the development and retention of a diverse sales team that’s bursting with ambitious WOC. Because, at the end of the day, it’s about more than the face of your salesforce.

It’s about the experience for the modern consumer, and these people expect more from sales organizations than ever before.


Sales learning experiences



We are armed and ready to deliver the sales learning experiences you need to Recruit, Retain, and Elevate exceptional WOC sales leaders.

Explore opportunities to give your sellers the right technology, tools, training, and organizational support to build deep client relationships with customers, compete, gain market share, and expand current business.

Event Day | 9:00 am - 5:00 pm



Welcome Remarks - Sponsor

Selling into the “C Suite” Deep Sales

Lunch Break + Networking

Recession-Proof Sales Strategies - Guest Speaker

Breaking the Glass Ceiling: How to “unstuck” your career path

Session #4 - LinkedIn Sales Navigator Tutorial

Closing Remarks

Particularly in the wake of economic volatility...

RECESSION PROOF SELLING



Consumers *invest* in companies whose values reflect their own. They rely on companies like yours to not only express empathy but also innovate on their behalf, and in this regard, a diverse sales force is key. The more diverse your team, the broader your reach, and the greater your ability to tailor your approach to meet the needs of your customer base.



#1 Million Women By 2030
CHALLENGE ACCEPTED

CHERILYNN  CASTLEMAN
The Relationship Sales Expert



Cherilynn Castleman

Keynote Speaker/Executive Coach

I am on an unstoppable mission to equip and empower a million women sales professionals, especially women of color, with transformative sales strategies by 2030. My mission is to arm these trailblazers with the tools they need to build relationships, command authority, and secure their rightful seats at decision-making tables—be it in the C-Suite, Sales Leadership, or as Entrepreneurs.



Mary Kay Badar

Strategic & Multi-National Executive
Engagement & Sponsorship at T-Mobile

“She is a powerhouse...”

*“I brought Cherilynn in to run a pilot with a cohort of women in our T-Mobile for Business Sales organization. I was absolutely blown away when Cherilynn walked through her program in detail and **selling it up the chain was a piece of cake**. I received glowing updates from the women throughout the program and reports of their growth from managers and peers. One of the outcomes that warmed my heart the most was the tight bond this cohort of women created. They share best practices freely and lift each other up. I had the honor of attending part of the capstone and was fortunate enough to hear Cherilynn speak. Her stories and message were so powerful. I took away multiple learnings during her discussion. **She is a powerhouse**. I cannot recommend Cherilynn highly enough!”*

Testimonials



“Cherilynn Castleman stands out to me as being the pinnacle of the program for having a refined perspective, talk track, and on-stage persona. She was insightful and sharp, and definitely seemed to keep the group engaged (both in person and online) which can certainly be challenging.” Alli, Sales Leader at LinkedIn

“Cherilynn was an incredibly polished speaker, and her content was challenging, insightful, and inspiring.”

Sponsorship Opportunities

SPONSOR LEVEL AND BENEFITS	PLATINUM \$15k	GOLD \$10k	SILVER \$5k	BRONZE \$3k
“Meet + Greet”/Happy Hour	X			
Event chair or co-chair (MC)	X			
Guest Keynote Speaker Sponsor	X	X		
Meal Naming Opportunity	X	X		
Pre-Event Gamification/Raffles Naming Opportunity [Coaching Sessions, Event Tickets, & Virtual Training Session]	X	X	X	
Downloadable Resources	X	X	X	
Inclusion in press releases, social media communications, and event programs	X	X	X	X
Signage at the event/ Recognition by event speakers from the podium	X	X	X	X
Resume Book	X	X	X	X
Recognition on the Event’s Cable TV commercial, Social Media, and website	X	X	X	X
Donate: SWAG	X	X	X	X
Live streaming via Sponsor website/preferred streaming channel	X	X	X	X
Complimentary Event Tickets	20	20	15	10

Contact CGI, LLC for À La Carte Sponsorship Model: Create a package that works for your budget and needs.

Open your camera app, point to schedule your 30-minute **Informational Call**



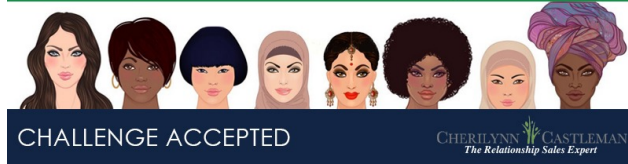
Thanks For Your Commitment To Diversity Hiring & Retention

NEXT STEPS
**Schedule an
Informational Call**

<http://bit.ly/3RpGUCA>

Let's work together to multiply your bottom line and bring the revolving talent door to a screeching halt – for good.


#1MillionWomenBy2030
Recruiting, Retaining, & Elevating
WoC sales professionals



Thank you!

CHERILYNN  CASTLEMAN

 info@cherilynncastleman.com

 862-812-8585

 www.masterfulselling.com

 www.cherilynncastleman.com



CGI Sales/Entrepreneurship Coach,
Consultant, Corporate Trainer,
Author, Speaker