

“Test-Driving Strategies? Let’s Build the Whole Machine”

with @WomenWhoLeadAndSell



Capability Statement

Strategic Sales and Marketing Leadership for Female Founders Scaling to £1M Revenue

Who we are

At Women Who Lead and Sell, we equip ambitious female founders with the strategic sales and marketing leadership, operational clarity, and relational intelligence required to scale their businesses to and through the £1M revenue milestone.

We are not just consultants, we are scaling partners who work inside the rhythm of each founder’s business, embedding commercial systems, sales leadership, and marketing decision-making structures that honour both growth and the wellbeing of the founder and team.

Our combined expertise spans 50+ years across high-stakes B2B sales, complex financial and legal structuring, international business development, and founder-centered advisory. This fusion allows us to serve scaling female-led businesses with both operational depth and commercial sharpness.

Our Value

We understand that many female founders arrive at their early success through personal drive, client intimacy, and service mastery. But scaling beyond £500K often reveals unseen friction:

- Inconsistent revenue pipelines
- Founder bottleneck in sales leadership
- Lack of replicable sales systems
- Over-dependence on the founder’s personal selling style
- Complex legal and operational decisions that stall growth

Women Who Lead and Sell solves these challenges by:

- Building founder-led sales leadership and marketing decision-making capability
- Designing and installing scalable sales operating models
- Facilitating key revenue, legal, and partnership decisions
- Embedding relational intelligence and consent-based leadership into commercial and human systems to build high-performance cultures interlaced with preventative wellbeing strategies
- Aligning sales, marketing, client delivery, and financial governance into a unified growth strategy

Our unique combination

Kelly Quinn

Strategic Sales Leadership & Business Development

- 25+ years leading B2B revenue growth, client acquisition and sales leadership coaching
- Direct experience scaling multiple professional services businesses from six figures to multi-million turnover
- Expertise in founder-centred, feminine style leadership development, revenue diagnostics, and team empowerment and elevation
- Creator of the CARE Method™ – a proprietary framework for relational leadership embedded into scaling team eco-systems
- Proven track record: from growing Ginger Leadership Communications from £160K to £1.5M in under 2 years; to designing multi-channel sales systems for global firms across Asia-Pacific, Europe, and the US

Aliya Musa

Legal & Commercial Structuring for Growth

- 30+ years advising and structuring financial, real estate, healthcare, and hospitality ventures
- Deep expertise in legal compliance, contract creation, tax structuring and business governance
- Specialist in supporting scaling founder teams with operational stability, risk mitigation, and deal structuring
- Highly experienced in managing acquisitions, investor relations, and complex business negotiations
- Adept at translating legal complexity into actionable business strategy that supports confident scaling
- “My expertise is having people see the power in their communication. And if women want power in the world – it starts with their communication.”

“Overthinking Your Way Out of Scaling?”

with @WomenWhoLeadAndSell



Our client sweet spot

We serve founder-led businesses who:

- Have achieved product-market fit and stable six-figure turnover
- Are on track for £1M+ revenue within 12–24 months
- Are seeking to professionalise and stabilise sales operations without sacrificing founder vision and energy
- Require commercial and legal confidence to navigate scaling decisions
- Value ethical, relational, and consent-based leadership cultures

Industries: Professional Services | Consulting & Advisory | Creative Agencies | Education & Training | Health & Wellness | B2B SaaS | Legal & Financial Services

Why choose us?

We sit inside both the sales growth room and the boardroom. We consult, coach, co-create, and install systems that:

- Activate the founder's authentic self-leadership and power
- Build confident strategic sales pipelines that are business aligned, make strategic sense and don't depend solely on the founder
- Create scalable agreements, client onboarding, and partnership structures
- Embed operational maturity that supports sustainable revenue expansion

Women Who Lead and Sell offers a rare blend: high-touch relational sales leadership and marketing decision making paired with deep operational, legal, and financial grounding. We bring commercial clarity with care.

Results Highlights

- £160K to £1.5M revenue growth within 24 months for a leadership consultancy
- £400K revenue uplift within 10 months through sales strategy consolidation for a B Corp agency
- £210K secured in new international distributor agreements through bespoke sales campaigns
- Legal oversight on multi-million-pound real estate and healthcare acquisitions across UK and Europe
- Creation of legal governance, sales systems, and operational structures for scaling financial advisory groups

How we engage

- Founder Diagnostic & Sales Leadership Assessment
- 90-Day Sales and Marketing System Installation via The Signal
- Legal & Operational Growth Structuring
- High Frequency Executive Advisory Retainers
- Fractional Sales Leadership Programs

Contact

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Women Who Lead and Sell
Building Sales Leadership with CARE™

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Contact us for a free 20 minute decision call