



FOR IMMEDIATE RELEASE

Veteran Sales Pro Heidi Solomon-Orlick Releases New Book “Heels to Deals” to Amplify the Voices of Diverse Female Sales Leaders and Inspire the Next Generation of Sales Professionals

In today’s business-to-business sales environment that is still predominantly run by males, this compilation of success stories acts as an inspiration for women looking to find their way into the world of professional sales. It is time for women to be noted for their amazing contributions to the sales profession. Heels to Deals shares amazing stories of more than 30 diverse sales leaders who are carrying the torch and paving the way for future generations of sales leaders.

Chandler, AZ – Feb 3, 2022, [BMcTALKS Press](#) has formally announced the March 8, 2022 International Women’s Day release of [Heels to Deals: How Women are Dominating in Business-to-Business Sales](#), a highly anticipated compilation of stories shared by successful female sales leaders. Compiled by Heidi Solomon-Orlick, Founder & CEO of GirlzWhoSell, *Heels to Deals: How Women are Dominating in Business-to-Business Sales* documents how dozens of diverse women around the globe shattered the glass ceiling to become leaders in the field of professional sales—proving all the naysayers wrong. Heidi Solomon-Orlick wrote a compelling introduction titled “Becoming” that describes several pivotal moments that helped her to get to where she is today.

Heels to Deals: How Women are Dominating in Business-to-Business Sales contains contributions from renowned sales influencers who all share one central theme—how they found their way, dismissed any negativity, and worked hard for their sales executive successes. In a world where male-biased boards of directors seem the norm, it is important to shine a light on the women who were able to break through male-dominated cultures and excel in their profession. It is important to not only give respect to the female leaders who were able to push business bias aside but to also show younger women that sales is a viable career choice and that anything is possible if they put their minds to it. It is important to remind younger women that with the right mindset, success is limitless regardless of gender! They can not only work in sales but also be front-runners. Right now is the perfect time for this positive, uplifting women’s empowerment book that will help to guide future generations through their journey.

Heidi Solomon-Orlick, *Heels to Deals: How Women are Dominating in Business-to-Business Sales* compiler, is an award winning Business Process Outsourcing industry veteran with more than thirty years of business-to-business consultative sales and executive leadership experience. Throughout her illustrious sales career, Heidi has managed a portfolio of contracts valued in excess of \$1 billion and has created thousands of jobs around the globe.

Heidi founded and is the CEO of GirlzWhoSell, LLC and currently serves as board President of the GirlzWhoSell Empowerment Fund (GWSEF) nonprofit. In 2021, Heidi was awarded two gold Stevie awards for Women of the Year in Sales and Worldwide Sales Executive of the Year. She was inducted into the Top 50 Women by Top 100 Magazine and was published as a first-time author in the book *Upward: Leadership Lessons for Women on the Rise*, which is published by BMcTALKS Press.

There will be a *Heels to Deals* book signing event taking place Friday, March 4, 2022, from 5pm ET to 7pm ET at More Than Words located at 242 East Berkeley St. in Boston, MA. This is a great opportunity to meet and mingle with the Boston launch event sponsors that include Bryter, Women Sales Pros, and The DORS Group to name a few and to meet several of the following pioneers who are *Heels to Deals* contributors and who are helping to change the face of business-to-business sales: Lori Richardson, Jill Konrath, Samantha McKenna, Farnoosh Brock, Alice Kemper, Precious Williams, Stella Ikhana, Shawanda Roberts, Caitlyn Gill, Lori Dunn, Shruti Kapoor, Toni Portmann, Annie Roche (Mewborn), Brynne Tillman, Katherine McConnell, Sandy Zhen, Vicki Gurney, Jen Ferguson, Amelia Taylor, Natasha D'Souza, Jennifer Ives, Jenny Anderson-Frasier, Liz Heiman, Meshell Baker, Wesleyne Greer, Anita Nielsen, Chantel George, Janice B Gordon, Megan Killion, Christina Brady, Ginnette Baker, and Leslie Venetz.

Visit www.bmctalkspress.com/products/heels to pre-order a copy of *Heels to Deals: How Women are Dominating in Business-to-Business*.

About GirlzWhoSell

GirlzWhoSell is on a mission to close the gender gap in professional sales and build the largest pipeline of diverse, early-stage female sales talent throughout the world. GirlzWhoSell aims to position sales as an intentional and viable career choice so that young women and career switchers can have career flexibility, financial independence, and a defined career path towards leadership and entrepreneurship. Through training, mentoring, career placement, and empowerment, GirlzWhoSell endeavors to assure pay equity, eliminate hiring bias across all sales roles, and increase the percentage of women career-pathed into sales leadership and the C-Suite! Visit www.girlzwhosell.com for more information.

About BMcTALKS Press

BMcTALKS Press is a woman-owned, minority-owned independent publishing company founded in 2019 and provides a full suite of publishing services to new non-fiction authors. Headquartered in Chandler, Arizona, BMcTALKS Press designs, creates, and delivers high-quality trade books and eBooks to expand brands and solidify professional speakers, business coaches, real estate experts, consultants, and business owners as contenders in their industries. Boasting a roster of more than 150 authors with several having earned the titles of award-winner, Amazon bestseller, and Amazon #1 new release, BMcTALKS Press is the proud recipient of a 2021 Bronze Stevie® Award in the Startup of the Year - Business Services Industries category. Visit www.bmctalkspress.com for more information.

Heels to Deals



Compiled by
HEIDI SOLOMON-ORLICK
Founder and CEO, *GirtzWhoSell*

Media Contact:

BMcTALKS Press
4980 S. Alma School Rd.
Ste. 2-493
Chandler, AZ 85248
USA
202.630.1218
info@bmtpress.com