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FOR IMMEDIATE RELEASE

Gretchen Gordon of Braveheart Sales Performance Presents Webcast on Security Systems News

Gretchen Gordon, President of Braveheart Sales Performance, a leading sales consulting firm that provides sales effectiveness solutions to mid-market and small businesses, will be presenting the third in a series of webcasts for Security Systems News on October 23rd, 2014 at 2 PM ET. Get information about the free upcoming webcast [here](#).

Targeting top management in the security industry, this series started with “Upgrade Your Sales Force,” followed by “Sales Manager vs. Salespeople: Understanding Their DNA Differences,” and the upcoming webcast will address “How to Hire a Sales Superstar.” The latest webcast spotlights a proven method for hiring better salespeople. The webcast will also feature Brian Duffy, VP and Managing Director of Electronic Security, Per Mar Security.

“We are proud to partner with Security Systems News again in order to provide this information to Business Owners, Sales Managers and HR Directors in the security industry so that they can avoid hiring wrong candidates and hire the right ones,” stated Gretchen Gordon, Founder and President of Braveheart Sales Performance. “This is a topic we have often addressed [on our blog](#), but the webcast format allows for a more in-depth coverage of how to hire better salespeople, which is critical for your sales success.”

About Braveheart Sales Performance

Headquartered in Columbus, Ohio, Braveheart Sales Performance is a privately held sales effectiveness consulting firm providing resources, tools, training and coaching to mid-market and small businesses. Braveheart differentiates itself by its extensive use of data-driven analysis to aid in all aspects of the sales team, including sales leadership development, sales training and coaching, sales talent acquisition, incentive compensation plan design, infrastructure and metrics consulting, and outsourced sales management.

For more information, visit www.braveheartsales.com.

About Security Systems News

Security Systems News is the newspaper of record for the security system integrator and installer. They break business news and trends from major market sectors – in Commercial, Fire, Monitoring, Residential and Suppliers – through eMedia and print resources. With a reach of over 28,000 security professionals, Security Systems News is the leading news source for the integration market.

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