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FOR IMMEDIATE RELEASE

Gretchen Gordon Contributes to New WOMEN salespros® eBook

Gretchen Gordon, President and Founder of Braveheart Sales Performance, is one of 28 sales experts who contributed to the latest WOMEN salespros® eBook on **Sales Leadership Tips to End the Year Strong**, [available here](#). The eBook covers the following topic themes: Recruit, Retain, Inspire, Motivate, Lead, Negotiate, Assess, and Develop.

Other contributors to the eBook include fellow WOMEN salespros® members Trish Bertuzzi, Jill Konrath, Jennifer Leake, Barbara Weaver Smith, Colleen Stanley, Bernadette McClelland, Deborah Flate, Nancy Bleeke, Kendra Lee, Lynn Hidy, Suzanne Paling, Lori Richardson, Babette Ten Haken, Janice Mars, Jill Harrington, Alice Kemper, Lisa D. Magnuson, Jeanette Nyden, Lisa Dennis, Liz Heiman, Joanne S. Black, Deb Calvert, Alice R. Heiman, Connie Kadansky, Lisa Leitch, Carole Mahoney and Shawn Karol Sandy.

About Gretchen Gordon

Gretchen owns a sales optimization firm that guarantees improvement in profitable sales for its clients through sales team transformation. She speaks to business groups across the country, delivering expert insights on revenue growth through sales performance in her engaging, funny and self-deprecating style. Her “top 50” ranked [Sales Management Blog](#) is syndicated internationally.

About Braveheart Sales Performance

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 through 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, and outsourced sales management. For more information, visit www.BraveheartSales.com.

About WOMEN salespros®

WOMEN salespros® is a group of the world’s top women B2B sales experts, committed to helping all professional salespeople increase sales. They seek to create a shared place of knowledge and insight with top sales experts who inspire, educate, and develop salespeople and sales teams. WOMEN salespros® exists to: 1) Inspire anyone in a sales position with new ideas, insight, and tools; and 2) Be THE place to find the top women B2B sales experts, keynote speakers, bloggers, authors, consultants, trainers, and coaches in B2B sales. For more information, visit womensalespros.com.

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