



WE SOLVE SALES PROBLEMS.

SERVICE OFFERINGS

Specializing in transforming underperforming sales teams to overachievers, Braveheart equips teams and individuals to generate more revenue at higher profit. We excel at growing sales, changing sales behavior, creating a repeatable sales process, and upgrading the sales team. The result – our clients' businesses can grow to their full potential. Below is a summary list of the various services we provide clients to improve sales growth.

Sales Team Training and Development

Customized programming for the sales team and the individuals on the team to achieve their maximum effectiveness

SecuritySalesPro™

Subscription based program for individual security salespeople and security sales leaders - designed for self-motivated individuals that want resources specific to selling in the industry but do not require customized services and programs

Sales Leadership Coaching and Development

1v1 coaching to help sales managers grow into true sales leaders

Sales Talent Acquisition Effectiveness Improvement

Eliminate wasted time and money interviewing and hiring the wrong sales talent and instead use a proven process to predict success

Sales Playbook and Sales Leadership Playbook Creation

Create repeatable sales process and language and document in an easy to share format to produce results

Sales Onboarding Program Creation

Establish an effective and efficient sales onboarding program to help ramp up new hires more quickly

“Braveheart has been a huge factor in our growth and success over the past three years. Braveheart's tools are so precise in helping us hire effectively, and their programs help me lead and coach my team more efficiently.”

~Colby Forrest, Director of Sales, Security Associates, Inc.

ABOUT BRAVEHEART

Braveheart is headquartered in Columbus, Ohio and was founded by Gretchen Gordon, a long-time sales veteran, in 2009 to help companies navigate increasingly competitive markets and to respond to the pressures experienced due to the economic downturn. Prior to founding Braveheart, Gordon was a lender to and investor in the security industry and was an owner of a PERS business herself, which she successfully exited through a sale to a larger industry player. Today, Braveheart is a team of individuals with vast experience in sales, sales management, sales training, leadership coaching and marketing.

We are frequent speakers at a wide variety of events for business owners, CEOs and sales leaders in the security industry including ISC West, ESX, Barnes Buchanan Conference, AiN Live and Learn Conference, ESTA, Rapid Response Users Conference, Security Systems News Seminars, and the SedonaOffice Users Conference. We author an award winning syndicated blog about sales management and are regular contributors to various industry publications such as SDM and SS&I and have been published in Selling Power, as well as have been guests on a variety of sales-focused podcasts. Gordon was also recently named a Top 50 Sales Influencer by Small Biz Tools.

What Differentiates Braveheart from Other Sales Consulting Firms?

- We believe in the science associated with sales – numbers don't lie and selling is a combination of science and art.
- We have a focus on and affinity for the security industry.
- Braveheart does not have a one-size-fits-all approach, rather our programs are geared toward the needs of the client and the individuals on the team.
- We believe in a holistic approach to sales effectiveness which practically insures that participants will improve and change behavior for good.
- We guarantee satisfaction with results. Learn more at www.braveheartsales.com

Sampling of Results with Security Clients

375%

increase in year-over-year new RMR sales with same number of salespeople

139%

increase in year-over-year equipment sales with same number of salespeople

522%

increase in year-over-year RMR sales after 120 days with 50% fewer salespeople

122%

increase in first month average installation revenue by new hires

339%

increase in first month average RMR sales by new hires