



June 12, 2018

**FOR IMMEDIATE RELEASE**

### **Deal Inked to Provide Sales Help to ESA Companies**

Irving, Texas: Electronic Security Association, the largest life safety and security industry trade association, announced today they established a relationship with Braveheart Sales Performance to provide customized services to ESA member companies to help them grow. ESA members will receive discounted sales training and consulting services from Braveheart, as well as gain access to a special package of services not offered to the general public.

Merlin Guilbeau, CEO of ESA remarked, "ESA has always been known for its excellent technical training and certification programs and by collaborating with Braveheart we will now offer a more robust suite of sales specific services to help our member companies. We are excited to provide these types of exclusive benefits to our members to help them run and grow their businesses."

"We have been active in ESA for a number of years and appreciate their intense focus on helping its member companies. We are proud to be able to provide an exclusive package to ESA members and are honored to be working with such a great organization. We can't wait to help even more security companies grow to their full potential, stated Gretchen Gordon, President of Braveheart Sales Performance.

### **About Electronic Security Association (ESA)**

Established in 1948, ESA is the largest trade association representing the electronic life safety and security industry. Member companies install, integrate and monitor intrusion and fire detection, video surveillance and electronic access control systems for commercial, residential, industrial and governmental clients. In cooperation with an alliance of chapter associations, ESA provides technical and management training, government advocacy and delivers information, advice, tools, and services that members use to grow their businesses and prosper. ESA may be reached at (888) 447-1689 or on the Web at [www.esaweb.org](http://www.esaweb.org)

### **About Braveheart Sales Performance**

Braveheart Sales Performance is a privately held sales effectiveness consulting firm providing resources, tools, training and coaching to all size security companies. 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, infrastructure and metrics consulting. For more information, visit [www.braveheartsales.com](http://www.braveheartsales.com), call 614-641-0600 or email [security@braveheartsales.com](mailto:security@braveheartsales.com)

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