

October 16, 2015

**FOR IMMEDIATE RELEASE**

### **Gretchen Gordon Presents at ESTA Electronic Security Industry Event**

Gretchen Gordon, President and Founder of Braveheart Sales Performance, was a presenter at the Annual Operations and Sales Meeting of the Electronic Security & Technology Association (ESTA). The October 15, 2015, event took place in Dallas, Texas at the Hilton Garden Inn Market Center. Gretchen's presentation, "Security Sales: Taking It to the Next Level," addressed sales concerns in the security industry.

Braveheart Sales Performance has a special familiarity with the security alarm and security systems integration industries. Gretchen has presented at security industry events such as Rapid Response Users' Group, AvantGuard PERS Summit, Honeywell Connect, SedonaOffice Users Conference, and Medical Alert Monitoring Association. Gretchen has been featured in security industry publications including Security InfoWatch.com and Security Systems News.

### **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**

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 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, and outsourced sales management. For more information, visit [www.braveheartsales.com](http://www.braveheartsales.com).

### **About the Electronic Security & Technology Association**

The ESTA is a network of owners of successful, independent companies who promote the highest standards in the electronic security industry. Members share strategies and marketing tools, as well as financial benchmarking in a non-competitive, supportive environment. ESTA members exchange ideas on how to save money, increase revenue, meet regulations and stay on top of technology. For more information, visit [www.estassociation.org](http://www.estassociation.org).

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