

February 16, 2015

FOR IMMEDIATE RELEASE

Gretchen Gordon of Braveheart Sales Performance Speaks at Columbus Chapter of the Women Presidents' Organization

Gretchen Gordon, President of Braveheart Sales Performance, will be the guest speaker at an upcoming meeting of the Columbus, Ohio chapter of The Women Presidents' Organization (WPO).

The topic will be: **"CEO as Chief Sales Officer,"** which is geared towards women who are leading their organizations – whether they have someone else overseeing their sales team or are themselves actively involved in sales team leadership. The presentation will also address how to use connections and social media as a tool for business development through sales – not just marketing.

"We are proud to support this elite group of women business leaders in our home community of Columbus, Ohio, and to help them succeed in an area that is challenging for all business owners, regardless of their organization's size," stated Gretchen. "We are honored to be invited by WPO to share our insights about how CEOs can improve their companies' sales effectiveness."

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. Braveheart Sales Performance is a platinum-level partner of #1 ranked Objective Management Group (OMG), the preferred choice of top sales development experts around the world.

For more information, visit www.braveheartsales.com.

About The Women Presidents' Organization (WPO)

The Women Presidents' Organization (WPO) is an international organization for successful women entrepreneurs (Presidents, CEOs and Managing Directors) of privately held, multimillion-dollar companies. The WPO's mission is to accelerate business growth, enhance competitiveness, and promote economic security through confidential and collaborate peer-learning groups. With 120 chapters serving over 1,800 members, each chapter serves as a peer advisory group based on the four Cs of the WPO: Collaboration, Confidentiality, Commitment, and Connections.

To learn more about the WPO, visit www.womenpresidentsorg.com

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