

October 13, 2014

FOR IMMEDIATE RELEASE

Gretchen Gordon of Braveheart Sales Performance Speaks at Columbus, OH Chapter of NAWBO

Gretchen Gordon, President of Braveheart Sales Performance, will be the guest speaker at an upcoming meeting of the Columbus, Ohio chapter of the National Association of Women Business Owners (NAWBO). The “On Point with Gretchen Gordon” meeting will be hosted at King Business Interiors on October 16th, 2014 from 8:30 AM - 10:30 AM. Get information about the meeting [here](#).

The topic will be “CEO as Chief Sales Officer: What Can You Be Doing to Grow Your Business?” Geared towards women business owners whether they have a separate Head of Sales who leads the team or are leading the sales team themselves. The presentation will also help you understand what you can do to influence business development by using social media tools and your connections for sales – not just for marketing.

“We are proud to support business leaders in our home community of Columbus, Ohio, and to help other women business owners succeed in an area that is challenging for any small to mid-size business owner,” stated Gretchen. “We are honored to be invited by NAWBO 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 by its 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.

About NAWBO

The National Association of Women Business Owners (NAWBO), Columbus, Ohio Chapter, is a Central Ohio organization representing the interests of all women entrepreneurs in all industries. NAWBO Columbus advances women entrepreneurs toward economic, social and political achievement by helping them develop and grow strong, profitable, women owned businesses, build strategic alliances, coalitions and affiliations, and transform public policy, among other goals.

To learn more about NAWBO, visit nawbocolumbusohio.com.

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