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FOR IMMEDIATE RELEASE

Gretchen Gordon of Braveheart Sales Performance Presents at Honeywell Connect 2014

Gretchen Gordon, Founder and President of Braveheart Sales Performance, a leading sales consulting firm that provides sales effectiveness solutions to mid-market and small businesses, will be part of Honeywell Connect 2014, a Honeywell Authorized Dealer Event. Gretchen will give a presentation on Friday, November 14th at 10:00 AM titled, "3 Keys to Hiring the New Generation." Honeywell Connect will be held this year in Orlando Florida from November 13-16th. Get information about the conference [here](#).

"Given our long-standing relationship with the [Security Industry](#), Braveheart Sales is especially excited to be part of this major event for independent dealers of Honeywell's security devices," stated Gretchen Gordon. "The topic of hiring the right people is a continuous focus for our security clients and I am excited to provide some helpful tools and tips to the participants at this year's conference."

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 Honeywell Connect 2014

Honeywell Connect is organized by Honeywell's Automation and Control Solutions (Honeywell Security Product Americas), headquartered in Melville, New York. Connect 2014 is for independent, authorized dealers of Honeywell's security products, including residential, commercial and enterprise installations. Focusing on the latest technology, trends and strategies to help dealers take their business to the next level in a changing landscape, Connect 2014 is a must-attend event for dealers of Honeywell's security products.

To learn more about Honeywell Connect 2014, visit <http://www.connect.honeywell.com/index.html>. For additional information about Honeywell's security products, visit <http://www.honeywell.com/security>.

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