

March 20, 2015

FOR IMMEDIATE RELEASE

Braveheart Sales Performance Named Platinum Partner by OMG

Braveheart Sales Performance, a leading sales consulting firm that provides sales effectiveness solutions to mid-market and small businesses, announced today that they were recently awarded platinum partner status by Objective Management Group (OMG). This is Braveheart's sixth year as an OMG partner. They qualified for the distinction of platinum partner status after ending 2014 as the fourth largest distributor of OMG products out of the 135 OMG partner firms around the world.

OMG created the original sales-specific assessment tool in 1989. It was recently [recognized in Top Sales World](#) for the fourth consecutive year as the top sales assessment tool on the market, as voted on by sales professionals. OMG's tools are proven to have 95% predictive validity. "OMG's tools provide a solid foundation for the work we do with client companies to improve their sales effectiveness and help them achieve better results," stated Gretchen Gordon, Founder of Braveheart Sales Performance. "We are excited to reach OMG platinum partner status and continue to grow our relationship with a respected pioneer and leader in our industry."

OMG Founder and President Dave Kurlan remarked, "Gretchen and her team are a great example of the type of partners we appreciate for their professionalism, their expertise in sales effectiveness and in the transformational work they do with their clients. We are proud to have Braveheart representing our services in the marketplace."

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.

About Objective Management Group (OMG)

OMG is a Sales Assessment Industry pioneer, providing crucial insights to maximize sales performance in companies of all sizes, from all industries. They are the original sales assessment company. OMG's assessments were developed by Dave Kurlan and are used by more than 11,000 companies and on 750,000 salespeople. Why do top sales development experts choose our assessments for their valued clients? OMG goes wider and deeper than anyone else and all of their findings are sales specific, not adapted for sales. To learn more about OMG, visit www.objectivemanagement.com.

###

For more information contact:

Gretchen Gordon

Founder and President

ggordon@braveheartsales.com

614-396-6544