

GRETCHEN GORDON

Sales Transformation Expert | Speaker | Author
President, Braveheart Sales Performance



Using a powerful combination of **humor, storytelling** and **practical advice**, Gretchen's dynamic keynote presentations and breakout sessions help business owners, CEOs and leaders **transform** their sales teams from underperforming to outperforming expectations.

"I connected with Gretchen because she isn't like other sales consultants who are 'naturals.' It gives me hope for my sales team."

What you'll learn from hearing Gretchen Gordon speak is that even people who start out hating sales can be the best at it. Her rise to the top began with quitting her first few sales jobs (including selling Girl Scout Cookies). Then, something happened. She changed her perspective from selling as a dirty word to selling as the best way to help others reach their goals. Her passion for combining the art and science of selling catapulted her to the top of every sales team she joined. Now, her goal is to help sales teams be their best, and to have fun doing it. She founded Braveheart Sales Performance to help solve sales problems.

Gretchen's dynamic keynote presentations and breakout sessions connect immediately with business owners, CEOs and leadership teams. She uses a powerful combination of humor, storytelling and practical advice to help executives understand how to transform their sales

teams from underperforming to outperforming expectations, and brings a unique perspective in that she is not a natural-born salesperson.

A published author of one of the Top 50 Sales Management Blogs and multiple eBooks including *Sales Hiring: Get It Right from the Start* and *The 5 Essentials of Effective Sales Management*. Gretchen's down-to-earth sales acceleration messages have appeared in *Selling Power*, *SDM Magazine* and *Security Info Watch*. She has hosted a webcast series on *Winning Sales Strategies*, and also been a guest on radio talk shows, including "Meet the Sales Experts" and "Sales Coaching over Coffee, and a wide variety of sales podcasts.

"I saw a transformation of my sales team after learning Gretchen's process. It's taken a load off my mind."

Book Gretchen for your next event—she will customize content to your audience and industry.

Gretchen's Dynamic Message Has Been Shared with a Wide Variety of Audiences

- RevItUp – Sales Leadership Summit
- Young Presidents Organization (YPO)
- Vistage
- Renaissance Executive Forum
- Electronic Security Expo (ESX)
- National Association of Women Business Owners (NAWBO)
- Electronic Security & Technology Association (ESTA)
- Women's Presidents Organization (WPO)
- CEO Sales and Growth Forum

"After a couple hours with Gretchen, I knew exactly what I had to do to turn our sales around."

Gretchen's Most Popular Speaking Topics Include:

- How to Upgrade Your Sales Force
- Capitalize on Trends That Are Redefining Selling
- Winning Sales Strategies
- Understanding DNA Differences: Sales vs. Sales Leadership
- Why Sales Teams Don't Perform & What to Do About It
- How to Hire a Sales Superstar
- One-Two Punch of Sales & Finance to Grow your Company's Value
- Motivating Millennials