



# NEWS RELEASE

## Performance Methods, Inc. Featured at SAMA University Chicago

**Atlanta, GA – September 1, 2011:** Performance Methods, Inc. will again be featured at the Strategic Account Management Association's 'SAMA University' conducted in Chicago, November 7-10. PMI will conduct a two-day workshop for SAMA University participants on the topic of *The Keys to Effective Strategic Account Planning*, facilitated by Steve Andersen and Elizabeth Strong, as well as a one-day workshop on the *Critical Management Building Blocks for Planning an Effective SAM Program*, facilitated by Michael Stevens. Andersen had this to say about SAMA University: "Through SAMA University, the Strategic Account Management Association provides a unique environment for participants to learn and share their experiences. These workshops will equip and enable our audience to grow and develop their account management effectiveness with proven best practices in a highly interactive, exercise-based knowledge forum."

**About Performance Methods, Inc.** Based in Atlanta, GA, PMI provides consulting and training services to assist clients in the design, development and deployment of customer engagement best practices. PMI's unique approach provides clients with customized and integrated solutions consisting of sales processes, best practices and consultative selling skills. PMI has been selected by many of the world's leading corporations as their sales best practices partner and has been widely recognized for the innovation, effectiveness and the strength of its contemporary suite of customized sales performance solutions. PMI creates worldwide client value and coverage through its global partnership with Mercuri International, the world's largest sales training and development consultancy, and is an active participant and sponsor in the Strategic Account Management Association (SAMA), the world's largest non-profit community of sales best practices. For additional information on Performance Methods, please visit [www.performancemethods.com](http://www.performancemethods.com).

**About the Strategic Account Management Association** Based in Chicago, SAMA is a knowledge-sharing organization devoted to developing, promoting and advancing the concept of customer supplier collaboration through communities of practice. SAMA is dedicated to the professional development of the individuals and companies involved in the process of managing national, global and strategic customer relationships, and to enabling members to create greater customer value and achieve competitive advantage accordingly. Founded in 1964 and with thousands of members around the globe, SAMA attracts the strategic customer management profession's most influential decision-makers. Over the past 47 years, the association has earned the reputation of being the SAM profession's knowledge leader, providing members with the high quality resources, training and networking opportunities needed to succeed. For more information about SAMA, please visit [www.strategicaccounts.org](http://www.strategicaccounts.org).

Performance Methods, Inc.  
September 2011