



NEWS RELEASE

Performance Methods, Inc. Selected to Support SAMA Certification Program

Chicago, IL – July 15, 2011: The Strategic Account Management Association has announced the launch of its Certification Program to promote excellence in the discipline of strategic account management. SAMA's Certification Program aims to establish a professional standard of individual capabilities to successfully perform the role and execute the responsibilities of an effective strategic account manager (SAM). While variations exist across different businesses and industries for SAM role requirements, an essential set of core competencies and their related knowledge, skills and behaviors have been shown in a majority of companies to be essential for strategic customer leadership. Upon successful completion of SAMA's Certification Program, the Certified Strategic Account Manager (CSAM) designation will be awarded to participants.

Performance Methods, Inc. will be conducting workshops on *The Keys to Effective Strategic Account Planning* as part of the SAMA Certification Program curriculum. In support of the Program, four members of the PMI team have been recognized by SAMA as "SAMA Certification Fellows" and will be conducting these workshops on a global basis, including Steve Andersen, Craig Jones, Michael Stevens and Elizabeth Strong. Andersen had this to say about SAMA's Certification Program: "SAMA is the recognized global thought leader in the area of account management best practices and their decision to provide the infrastructure, resources and curriculum to make this happen is significant. PMI is delighted to be included in the faculty and curriculum for the Certification Program and look forward to working closely with the SAMA team to create even greater levels of value for the SAMA community in the future."

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.

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

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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.

Performance Methods, Inc.
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