

NEWS RELEASE

Performance Methods, Inc. Featured in TrainingIndustry.com Webinar: “Becoming More Strategic to Your Most Important Customers”

Atlanta, GA – November 5, 2012: Performance Methods, Inc. will be featured in the upcoming TrainingIndustry.com webinar on December 13. The topic, *Becoming More Strategic to Your Most Important Customers*, will be presented by Steve Andersen, PMI President and Founder, and will explore such topics as how top performing organizations are becoming more strategic to their most important customers and creating customer value based on their deployment of account management best practices. Participants will assess and benchmark their account management efforts to determine strengths, recognize areas for improvement and establish priorities for 2013.



Andersen had this to say: “We are delighted that TrainingIndustry.com is featuring PMI on this most important topic. How are today’s leading companies becoming more strategic to their most important Customers and what types of strategic account management (SAM) solutions are they deploying to expand key customer relationships? How are they gaining competitive advantage through the implementation of SAM best practices and accelerating growth of their most significant accounts? We will explore these questions and more in this webinar and share our insights with the TrainingIndustry.com community on what it takes to become more strategic to your most important customers.”

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 TrainingIndustry.com Based in Cary, NC, the Sales Training Community of TrainingIndustry.com is the most credible, timely and most trusted knowledge community focused entirely on strategies, best practices, certification, and emerging trends for Sales Training, targeted specifically to executive decision makers. TrainingIndustry.com provides a facilitated marketplace for the training industry that brings suppliers and

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customers together to create valued long-term partnerships. For additional information on TrainingIndustry.com, please visit www.TrainingIndustry.com.

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