

# NEWS RELEASE

## Performance Methods, Inc. Highlighted by Leading Industry Analyst, Dave Stein, CEO ES Research/ESR in Coverage of Sales Training Industry Leaders

**West Tisbury, MA – January 23, 2012:** Dave Stein, CEO of ES Research Group, Inc. (ESR), the leading research and advisory firm for the sales best practices industry, has provided coverage recognizing sales training industry leaders in a variety of categories.

Profiled and Evaluated by  
**ES RESEARCH  
GROUP** 

“Selecting the right sale performance improvement partner is about understanding your own prioritized requirements and matching them against the capabilities of a number of potential providers, balancing strengths with inevitable challenges, trade-offs and risks,” comments Stein. PMI was recognized as a leader in the areas of Advanced Selling Skills, Sales Methodology, Return-on-Training, Sales Performance and Sales Training Measurement, Value-Selling Orientation and Leveraging Technology, adding to previous recognition of PMI by ESR for leadership in the areas Account Management, Opportunity Management and Customized Solutions.

**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 ES Research Group.** Based in West Tisbury, MA, ES Research Group, Inc. (ESR) is a sales research and advisory firm that helps companies evaluate, select, implement and measure their sales performance improvement programs and the companies that provide them. ESR offers a range of premium subscription-based or a la carte analytic and assessment reports, teleconferences and advisory services. ESR is the trusted source for Fortune 500 companies, leading investment firms and sales and training executives around the globe for advice on sales performance improvement. For additional information on ES Research Group, please visit [www.ESResearch.com](http://www.ESResearch.com).