



NEWS RELEASE

Performance Methods, Inc. Featured at SAMA's 2012 Annual Conference

Chicago, IL – February 1, 2012: Performance Methods, Inc. will again be featured at the Strategic Account Management Association's Annual Conference, to be held May 6-9, 2012 in San Diego. PMI will conduct workshops for Conference participants, including:

- ***Becoming More Strategic Through Innovation with Your Customers***
- ***Meeting the Challenges of Account Plan Execution***
- ***The Art and Science of Strategic Account Selection*** (featuring Assurant Solutions and John Deere)
- ***Transformation, Innovation and Elevation with Strategic Accounts*** (Featuring Hilton Worldwide).

Steve Andersen, Michael Stevens and Elizabeth Strong of PMI will conduct these workshops and will be joined at the Conference by a number of PMI clients. PMI will again serve as a SAMA Conference Sponsor.

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 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 45 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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