

# NEWS RELEASE

## Performance Methods, Inc. Featured in TrainingIndustry.com's "2012 Top Sales Training Companies"

**Cary, NC and Atlanta, GA – February 28, 2012:** Performance Methods, Inc. has again been selected for inclusion in TrainingIndustry.com's recognition of the global leaders in sales training and best practices. The *2012 Top Sales Training Companies* award is based on a rigorous selection process through which sales training providers are evaluated against TrainingIndustry.com's stringent evaluation criteria, which include:

- Breadth and innovation in service and delivery methods offered
- Industry recognition and impact on sales training industry
- Strength of clients served
- Geographic reach and participants trained
- Company size and growth potential.



"The 2012 Top Sales Training Companies list features leading companies who have been consistent innovators in improving the impact of sales organizations around the world," said Ken Taylor, Chief Operating Officer, Training Industry, Inc. "Companies selected all featured strong methodology and the approaches that will handle a broad set of learning types." "The sales training community is one of the larger segments of the corporate training market with many solution strategies to consider when selecting a partner," added Doug Harward, CEO of Training Industry, Inc., "We have selected 20 providers who have the strongest capabilities." Steve Andersen, President and Founder of PMI commented: "With the recognition of the 2012 Top Sales Training Companies, TrainingIndustry.com provides an outstanding service to the sales best practices community. We appreciate the diligence of the TrainingIndustry.com team in making this type of research available to the market, as well as their consideration and inclusion of PMI."

**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 TrainingIndustry.com** Based in Cary, North Carolina, 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 customers together to create valued long-term partnerships. For additional information on TrainingIndustry.com, please visit [www.TrainingIndustry.com](http://www.TrainingIndustry.com).

Performance Methods, Inc.  
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