

NEWS RELEASE

Performance Methods, Inc. Featured in *Sales and Marketing Management Webinar*: “Becoming More Strategic to Your Most Important Customers”

Atlanta, GA – August 1, 2012: Performance Methods, Inc. will be featured in the upcoming *Sales and Marketing Management Connect* webinar on August 14. 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 2012/2013.



Andersen had this to say: “We are delighted that Sales and Marketing Management 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 SMM 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 Sales and Marketing Management. Sales & Marketing Management (SMM) is the leading authority for executives in the sales and marketing field. SMM’s website, regular Web casts, e-newsletters, white papers, broadcasts and more, all provide readers easy access to the most relevant trends, strategies, exclusive

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research, expert voices, and cutting-edge case studies designed to help them sell more, manage better, and market smarter. For additional information on SMM, please visit www.salesandmarketing.com.

Performance Methods, Inc.
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