



# NEWS RELEASE

## Performance Methods, Inc. Featured at SAMA Academy (Singapore and Paris) and SAMA University (Chicago)

**Atlanta, GA – August 1, 2013:** Performance Methods, Inc. will again be featured at the Strategic Account Management Association's upcoming global learning academies and universities. SAMA Academies will be conducted in Singapore, August 13-14 and in Paris, September 25-26, and SAMA University will be conducted in Chicago, October 21-22. SAMA will conduct two-day workshops for participants on the topic of *The Keys to Effective Strategic Account Planning*, and these sessions will be facilitated by PMI and Mercuri International. Steve Andersen had this to say about SAMA Academy/University: "Through SAMA Academies and Universities, the Strategic Account Management Association provides a unique environment for participants to learn and share their experiences. These workshops will equip and enable our audiences to grow and develop their account management effectiveness with proven best practices in a highly interactive, exercise-based knowledge forum."

### **About Performance Methods, Inc.**

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. For additional information on Performance Methods, please visit [www.performancemethods.com](http://www.performancemethods.com).

### **About Mercuri International**

Mercuri International is the leading global sales training and sales performance consultancy and has helped international businesses all over the world to optimize sales efficiency and drive sales transformation projects in their organizations. Offering a unique combination of consulting and training expertise, the firm helps nearly 15,000 companies a year, with global coverage in more than 40 countries and in over 30 languages, to become more efficient and effective in their sales activities and achieve necessary improvements in results. For more information about Mercuri International's solutions, please visit [www.mercuri.net](http://www.mercuri.net).

### **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

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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 47 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](http://www.strategicaccounts.org).

Performance Methods, Inc.  
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