

NEWS RELEASE

Performance Methods, Inc. Featured in Training Industry Article “Raising the Bar for Customer Engagement”

Cary, NC and Atlanta, GA – January 31, 2014: Performance Methods, Inc. has been featured in Training Industry’s Winter Magazine in the article ***The Future of Sales Training: Raising the Bar for Customer Engagement***. In this article, authors Steve Andersen and Craig Jones explain the success factors required to ensure an effective return on sales training investment and outline the critical areas of performance.

Perspectives are offered on the need to evolve and raise the bar on sales training and outline the path from the sales training past into the customer engagement future. The article also provides and assessment tool that allows the reader to assess the effectiveness of their sales training



Steve Andersen, President and Founder of PMI commented: “We appreciate Training Industry’s commitment to the sales training and best practices community, as well as to training excellence in all communities covered. It’s our pleasure to offer our perspectives in this article, all of which have been gained through our work with industry-leading organizations across the globe.” The article can be accessed via the following link:

http://www.nxtbook.com/nxtbooks/trainingindustry/tiq_2014winter/index.php?startid=39

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 TrainingIndustry.com Based in Cary, NC, 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.

Performance Methods, Inc.
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