

NEWS RELEASE

Performance Methods, Inc. Featured by Leading Industry Analyst Dave Stein

West Tisbury, MA – February 3, 2014: Dave Stein, CEO of ES Research Group, Inc. (ESR), the leading research and advisory firm for the sales best practices industry, recently interviewed Steve Andersen, President and Founder of Performance Methods, Inc. on the topic of customer engagement. This

Profiled and Evaluated by

**ES RESEARCH
GROUP** 

two-part interview was prompted by the article recently published by Training Industry ***Raising the Bar: The Impact of Sales Training on Effective Customer Engagement***, co-authored by Andersen and PMI Managing Partner Craig Jones. The article and both interviews can be accessed via the following links:

<http://davesteinsblog.esresearch.com/2014/01/for-steve-andersen-and-pmi-its-all-about-customer-engagement/>

<http://davesteinsblog.esresearch.com/2014/02/for-steve-andersen-and-pmi-its-all-about-customer-engagement-part-2/>

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 ES Research Group. Based in West Tisbury, MA, ES Research Group, Inc. (ESR) is a sales research and advisory firm that helps companies evaluate, select, implement and measure their sales performance improvement programs and the companies that provide them. ESR offers a range of premium subscription-based or a la carte analytic and assessment reports, teleconferences and advisory services. ESR is the trusted source for Fortune 500 companies, leading investment firms and sales and training executives around the globe for advice on sales performance improvement. For additional information on ES Research Group, please visit www.ESResearch.com.

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