



NEWS RELEASE

Performance Methods, Inc. and Banding People Together Announce Sales Effectiveness Partnership Based on Engagement and Music

Atlanta, GA – March 1, 2014: Performance Methods, Inc. (PMI) and Banding People Together (BPT) have announced a sales effectiveness partnership that will be focused on driving greater levels of collaboration and customer value creation through the universal language of music and the vehicle of songwriting. This innovative approach combines the sales, account management and sales management solutions of PMI with the employee engagement, leadership development and team performance solutions of Banding People Together to create a truly unique learning environment and experience for participants.

Steve Andersen, PMI President and Founder, had this to say about the partnership: “In working with Alan Schaefer and his team at Banding People Together we have been able to create value for our clients that goes far beyond the typical learning experience. The combination of BPT and PMI provides audiences with a truly unique combination of creativity, innovation, collaboration and customer value creation – all with a great beat and compelling rhythm! When people are able to ‘unleash their inner rock stars’ through collaboration, music and song, something truly special, memorable and lasting happens.”

Alan Schaefer, BPT CEO, added these remarks about the partnership: “By combining the people, processes and heart and soul of our organization with those of PMI we are able to bring a truly unique value proposition to the market. The parallels of our two worlds are astounding. Together with PMI, we help sales professionals understand their audience and in the spirit of songwriting, tell their story. The high-energy learning experience that we create for sales and marketing audiences leaves a lasting impression on participants – the perfect recipe for measurable teamwork, collaboration and customer value creation.”

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 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 Banding People Together

Banding People Together is a performance improvement company that provides organizations with the strategy, approach and tactics to get the most out of their talent every single day. We leverage our expertise in collaboration to help individuals, teams and organizations understand the impact that collaboration has on team performance, leadership development, change management, employee engagement and sales effectiveness. Using music and songwriting as the vehicle for our message provides a unique opportunity to connect with people across ethnic, cultural, generational, socio-economic and organizational divides and is purposely delivered with a musical theme for optimal participant engagement and learning retention. For additional information on Banding People Together, please visit www.bandingpeopletogether.com.

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