

NEWS RELEASE

Performance Methods, Inc. Featured in Sales and Marketing Management Magazine Webinar Hosted by Leading Industry Analyst Dave Stein

Atlanta, GA – March 4, 2014: Performance Methods, Inc. was featured in the *Sales and Marketing Management Connect* webinar on March 4 entitled ***Customer Engagement Before, During and After the Sale***. Leading industry analyst Dave Stein of ES Research hosted the session and PMI President and Founder Steve Andersen presented on such topics as:



- **What Your Customer Cares About**
- **Raising the Bar for Sales**
- **Effective Customer Engagement**
- **Customer-Facing Teams vs Sales/Account Teams**
- **Customer Engagement Excellence**
- **Testing Your Customer Engagement Readiness**
- **Tomorrow's Winners and Losers**

The session concluded with audience Q&A moderated by Dave Stein and answered and discussed by Steve Andersen. The webinar can be accessed via the following link:

http://www1.smmconnect.com/welcome/Dave_Stein_Steve_Andersen_Mar4

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.

Performance Methods, Inc.
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