

NEWS RELEASE

Performance Methods, Inc. Included in Training Industry's "Top 10 Articles of 2014" Editorial Award Series

Cary, NC – April 2, 2015: Training Industry announced its 2015 Readership and Editors' Award nominations, and Performance Methods, Inc is proud to be included, having been nominated for 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. The Training Industry Editors' Award recognizes articles that captured the attention of both the readership and the Training Industry editorial team, had a unique perspective on the topic area, and displayed diligent research and quality writing. The award recipients will be announced at the Training Industry Conference and Expo (T.I.C.E.) in Raleigh, NC, May 5, 2015.



Steve Andersen, President and Founder of PMI, offered this perspective: "While we are excited to be recognized for our contributions, we applaud the Training Industry leadership team for continuously delivering relevant and meaningful content from a broad range of sources to the training community."

"It's always exciting to see which articles resonate with our audience," said Ken Taylor, Editor in Chief and President, Training Industry, Inc. "This group of articles represent some of the most well-received articles that Training Industry has published in the past year and allows us to see what is trending in the marketplace and the topics that are most important to our readers."

"We strive to produce quality content for business and training professionals," said Doug Harward, Chief Executive Officer, Training Industry, Inc. "It's great to see the range of topics that made the list of most-read articles, which gives us a snapshot of where the market is heading."

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 (Training Industry, Inc.) 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.

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