

NEWS RELEASE

Performance Methods, Inc. Featured at SAMA's 2015 Annual Conference

Chicago, IL – February 2, 2015: Performance Methods, Inc. will again be featured at the Strategic Account Management Association's Annual Conference, to be held May 4-7, 2015 in San Diego. PMI will conduct workshops for Conference participants, including:

- **The Keys to Effective Strategic Account Planning**
- **Winning the Future: Transformational Issues Facing Customer-Centric Organizations** (*featuring Zurich Insurance Group*)
- **Critical Elements of an Effective SAM Program** (*featuring John Deere*).

Steve Andersen, Michael Stevens and David Adams of PMI will conduct these workshops and will be joined at the Conference by a number of PMI clients. PMI will again serve as a SAMA Conference Sponsor.



S A M A

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 the Strategic Account Management Association Based in Chicago, SAMA is a knowledge-sharing organization devoted to developing, promoting and advancing the concept of customer supplier collaboration through communities of practice. SAMA is dedicated to the professional development of the individuals and companies involved in the process of managing national, global and strategic customer relationships, and to enabling members to create greater customer value and achieve competitive advantage accordingly. Founded in 1964 and with thousands of members around the globe, SAMA attracts the strategic customer management profession's most influential decision-makers. Over the past 48 years, the association has earned the reputation of being the SAM profession's knowledge leader, providing members with the high quality resources, training and networking opportunities needed to succeed. For more information about SAMA, please visit www.strategicaccounts.org.

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