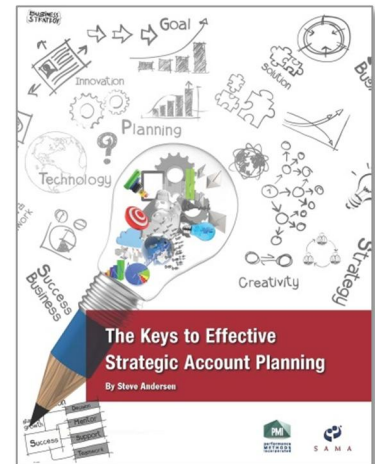


# NEWS RELEASE

## Performance Methods, Inc. and SAMA Publish *The Keys to Effective Strategic Account Planning* eBook

**Atlanta, GA and Chicago, IL – September 1, 2015:** Performance Methods, Inc. and SAMA have jointly published *The Keys to Effective Strategic Account Planning* eBook. Based on implementations of strategic and key account management programs by SAMA members worldwide, this book unpacks each of the ten core areas of best practice that comprise PMI's *Keys* methodology, and illustrates each with examples from within the SAMA community of practice. PMI President and Founder Steve Andersen had this to say about the development and publication of this ground-breaking approach to strategic and key account planning: "When we decided to undertake this project with SAMA several years ago, it was with the intent of providing something that we had been asked for many times over the years: a comprehensive how-to guide for strategic and key account management. Thanks to SAMA for publishing the articles that comprise the core content of the book and to the organizations that agreed to be featured inside that have graciously shared their experiences and learnings throughout their deployments and implementations of strategic and key account management."



**About Performance Methods, Inc.** Based in Atlanta, GA, PMI provides consulting and training services to assist clients in the design, development, and deployment of sales and strategic account management (SAM) performance solutions. PMI's unique approach provides clients with customized and integrated solutions consisting of sales and account management processes, best practices, skills, and tools. PMI has been selected by many of the world's leading corporations as their Sales/SAM best practices partner and has been widely recognized for the innovation, effectiveness and strength of its contemporary suite of Sales/SAM performance solutions. PMI is an active speaker, author and sponsor in the Strategic Account Management Association (SAMA), the world's largest non-profit community of sales and account management best practices, and serves on SAMA's Certified Strategic Account Manager (CSAM) faculty. PMI creates worldwide client value and coverage through its global partnership with Mercuri International, the world's largest sales training and development consultancy, and has been recognized by TrainingIndustry.com as a Top 20 Sales Training Company each year since the award's inception (2008 - 2015). For additional information on Performance Methods, please visit [www.performancemethods.com](http://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 professions' most influential decision-makers. Over the past 48 years, the association has earned the reputation of being the SAM professions' 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](http://www.strategicaccounts.org).

Performance Methods, Inc.  
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