



NEWS RELEASE

Performance Methods, Inc. Client Zurich Insurance Group Wins Prestigious SAMA Excellence Award

Chicago, IL – March 16, 2016: Performance Methods, Inc. (PMI) client Zurich Insurance Group was recognized with The Strategic Account Management Association's (SAMA) excellence award for Outstanding Program Leadership for Mature SAM Programs. The SAMA panel of judges that selected Zurich highlighted this organization for "evolving its business model to include key influencers while improving direct relationships with the customer. The insurer provides strong executive management support and engagement, investments in tool-set development and tailored customer solutions."



Steve Andersen, PMI President and Founder, had this to say about SAMA's recognition of organizations that have demonstrated excellence in their deployment of account management processes, solutions and best practices: "SAMA has recognized Zurich for account management excellence among a peer group of high-performing organizations that are also committed to strategic account management. We are delighted that Zurich has received this recognition, and also pleased count them within our client base that includes past winners, Siemens and Hilton Worldwide."

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 – 2016). 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 52 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.

Performance Methods, Inc.
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