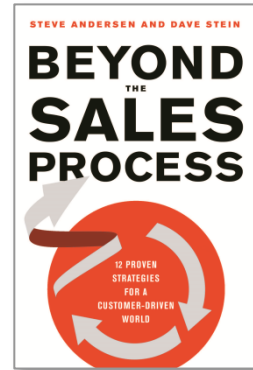


NEWS RELEASE

Steve Andersen and Dave Stein Publish New Book, *Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World*

West Tisbury, MA and Atlanta, GA – April 4, 2016: A work effort that began over two years ago by co-authors Steve Andersen and Dave Stein culminated this week in the publication of *Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World*. Featuring case studies from industry leaders including Merck, BNY Mellon, Zurich Insurance Group, Adecco, Honeywell, Panasonic, Hilton Worldwide, Siemens and Securian Financial Group, the book provides readers with a proven process for engaging, winning and growing with customers before, during and after each sale. Published by AMACOM, the publishing division of The American Management Association, the book is available from Amazon and other leading retailers, and in bulk-purchase quantities from 800-CEO-READ (BeyondTheSalesProcess.com).



About the Authors

Steve Andersen founded Performance Methods, Inc. (PMI) following a successful 20-year technology career that included multiple appointments as chief sales officer. PMI's unique approach provides clients with customized sales, account management, and sales management solutions that are among the most highly regarded within the sales performance industry. Steve's background includes extensive experience in sales, sales management, and sales leadership, and he brings a contemporary, practical view to his work with clients, which include many of the world's largest corporations. Steve has addressed a variety of audiences on a wide range of sales and account management topics, and has published numerous articles in the areas of sales, sales management, and account management best practices.

Dave Stein has worked as a sales representative, sales manager, Director of Worldwide Sales Development, VP of Sales, VP of International Operations, VP of Client Services, sales strategist, and consultant. His hands-on work with businesses ranging from start-ups to the Global 100 provides him with a unique and pragmatic view of sales methodologies, sales training approaches, social selling, and the cultural, behavioral, and operational changes required for corporations to excel at the sales function. Dave's first book, *How Winners Sell*, was a highly-acclaimed commercial success, and he is considered an expert by *Sales & Marketing Management*, *Fast Company*, *The New York Times*, *BusinessWeek*, *Inc.*, *Fortune*, *The Wall Street Journal*, *Harvard Business Review*, and *Forbes*.

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.

Performance Methods, Inc.
April 2016