

NEWS RELEASE

Performance Methods, Inc. Featured in Selling Power Magazine: “How to Make Sales Training Stick Long-Term”

Atlanta, GA – January 16, 2006: Performance Methods, Inc. has been featured in the January 2006 issue of Selling Power Magazine. In this article, entitled “How to Make Sales Training Stick Long-Term,” Dave Stein, CEO of ES Research, notes that “sales leaders use the same trainer they’ve used for 20 years, find new trainers on the Internet, or read a hot new book with a new spin and want to get the author. They aren’t looking at sales training as an ongoing strategic program that supports the use of a methodology.” Stein credits PMI with “figuring this out” and noted that PMI is working with leading companies in the services, IT, telecommunications, consumer products and finance industries – all of which have bought into this long-term, strategic view of sales training. Steve Andersen, PMI’s President and Managing Director, commented on PMI’s innovative approach to customized sales best practices solutions: “We have clients we’ve been working with for three years, five years, seven years and they all say the same thing,” says Andersen. “Our training has traction because it fits their business. It fits their growth and go-to-market strategies, and their managers are part of the process.”

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 ES Research Group Based in West Tisbury, Massachusetts, ES Research Group, Inc. (ESR) is a sales research and advisory firm that helps companies evaluate, select, implement and measure their sales performance improvement programs and the companies that provide them. ESR offers a range of premium subscription-based or a la carte analytic and assessment reports, teleconferences and advisory services. ESR is the trusted source for Fortune 500 companies, leading investment firms and sales and training executives around the globe for advice on sales performance improvement. For additional information on ES Research Group, please visit www.ESResearch.com.

Page 2

Performance Methods, Inc.
January 2006