

NEWS RELEASE

Performance Methods, Inc. Featured in Sales & Marketing Management Magazine: "Chaos Theory Invades CRM"

Atlanta, GA – July 3, 2006: Performance Methods, Inc. has been featured in the July 2006 issue of Sales & Marketing Management Magazine. This article, entitled "Chaos Theory Invades CRM: Automating Mistakes Is a Solution, Just Not a Very Good One," focuses on the challenges that organizations around the globe have experienced over the past decade when implementing and adopting CRM technology. Dave Stein, CEO of ES Research and author of the article, says that if you want to maximize value from your CRM solution, you must "customize it to support processes already proven to advance your selling and marketing efforts." Steve Andersen, PMI President and Managing Director and former software industry executive, had this to say: "The typical CRM user is very different from the one who uses accounting, manufacturing, engineering, statistical, or desktop publishing software. If you don't assess your sales team's readiness, and instead just install some software, you're headed for a disaster." Stein adds, "In other words, you could be automating chaos."

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.