

NEWS RELEASE

Performance Methods, Inc. Featured in Sales & Marketing Management Magazine: “The Best Sales Force”

Atlanta, GA – October 1, 2007: Performance Methods, Inc. has been featured in the October 2007 issue of Sales & Marketing Management Magazine. In this article, entitled “The Best Sales Force,” Steve Andersen, PMI’s President and Managing Director, explains how to attract top sales talent to your organization

According to Andersen, to attract "top gun" sales performers you need to do three things:

1. Show them your company has an effective vision for the future, developed by senior leadership, and be able to communicate it.
2. Equip and enable first and second-line managers to be effective field coaches. Does the potential employee think that management can add value to him or her that will make them want to stay with your company?
3. Invest in sales best practices programs that are designed to get more productivity from the middle 80 percent of performers (that portion of your business between the successful-no-matter-what top 10 percent and the bottom 10 percent).

If you are making these types of investments in your people, potential candidates can see themselves being productive more quickly and more successful over the long term, Andersen says. "You will not move the sales productivity needle for your organization without moving that middle group."

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.

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