

# NEWS RELEASE

## Performance Methods Inc. Recognized by ES Research Group as a Charter Member of the Certified Measurement Program

**West Tisbury, MA and Atlanta, GA – May 23, 2007:** PMI today received recognition as a charter member of the ESR Certified Measurement Program (*ESR/CMP™*). This Program is the sales best practices industry's first fully independent evaluation and approval rating system for measuring the performance of sales training initiatives that are delivered by providers to leading global corporations. The Program awards a best business practice certification to sales training companies that undergo a comprehensive review and evaluation process of their performance measurement program. This process examines the full scope of the company's implementation and methods for measuring sales performance. To be eligible for designation as an ESR Certified Measurement Provider, sales training companies must satisfy a series of ESR-prescribed service quality standards.

"Corporate sales professionals understand the need and benefits of sales training and performance measurement to their companies' top-line, but often these same organizations don't have set standards for evaluating the best sales training provider for their organizations. Our new *ESR/CMP* program solves that issue," said Dave Stein, chief executive officer, ES Research Group. "The *ESR/CMP* seal takes the guesswork out of the vendor selection process to provide corporate sales executives with a higher level of confidence in their vendor selection."

"This is a way for skilled vendors to be recognized for their expertise and best practices," added Al Case, Research Fellow, ES Research Group, Inc. "Our certified vendors stand apart from other sales training providers. They've repeatedly demonstrated expertise in their field, as well as best practices and we have recognized them as the leaders in their industry." According to Steve Andersen, President and Managing Director of PMI "we are extremely pleased to receive this certification. I applaud ESR on their effort to bring rigor to a crowded market that has lacked discipline and accountability for too long."

**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](http://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](http://www.ESResearch.com).

Performance Methods, Inc.  
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