

NEWS RELEASE

Performance Methods, Inc. Featured in Selling Power Magazine: “The Road to Trusted Advisor”

Atlanta, GA – September 4, 2007: Performance Methods, Inc. has been featured in the September 2007 issue of Selling Power Magazine. The article, entitled “The Road to Trusted Advisor,” was authored by Steve Andersen, PMI’s President and Managing Director, and explains the process for growing supplier/customer relationships. “We wanted to share some of our clients’ experiences with the Selling Power readership around this topic,” said Andersen. “We hope that readers will understand that there is a process for moving up the ‘relational food-chain’ and it requires an ongoing assessment of the supplier/customer relationship from the perspective of the customer. Today’s top salespeople understand this and this article provides glimpses into the implementation of actual sales best practices that provide a means for assessing and growing their key customer relationships.”

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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