



# NEWS RELEASE

## Performance Methods, Inc. and Bluewolf Announce Extended Integration of PMI Sales Best Practices Solution Suite with Salesforce.com

**Atlanta, GA – December 1, 2008:** Performance Methods, Inc. and Bluewolf have announced the integration of PMI's Sales Best Practices Solutions suite with Salesforce.com's Customer Relationship Management (CRM) technology. This integration includes the key tools and job aides from the following PMI solutions:

- Sales Process and Best Practices
- Sales Pipeline and Forecasting Management
- Value-Focused Selling
- Customer-Specific Value Propositions
- Opportunity Planning, Management and Review
- Strategic Account Planning, Management and Review

Steve Andersen, President and Managing Director of PMI, commented: "As the leading provider of customized sales best practices solutions, PMI has always been focused on how our clients' can increase their sales productivity. Our position on CRM has been consistent: the value of CRM to a sales organization (as well as the individual salesperson) should be measured in how well the technology enables the sales processes, best practices and tools required to win business, create customer value and increase sales productivity. By working closely with Bluewolf, we have achieved a new level of integration between PMI's customized sales best practices solution suite and Salesforce.com's CRM technology. The Bluewolf team did an exceptional job of enabling PMI's Sales best Practices Solutions with Salesforce.com for our mutual client – providing them with a CRM solution that looks, feel and functions as an extension of their sales process, best practices and toolset.

**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 Bluewolf** Based in New York, Bluewolf is a leading Software-as-a-Service consulting company and IT resourcing firm. Through its Customer Success Guarantee (TM), Bluewolf is reinventing the concept of

Page 2

traditional consulting, one that is tailor-made for the on-demand world. Bluewolf's practices incorporate three main areas: SaaS Consulting, IT Resourcing and On-Demand Remote Services. With offices across North America, Canada and Europe, Bluewolf has successfully implemented more than 1,200 SaaS solutions, with customers including Royal Bank of Scotland, RBS Lynk, Bank of America, ADP, General Electric and First Citizens Bank. For additional information on Bluewolf, please visit [www.bluewolf.com](http://www.bluewolf.com).

Performance Methods, Inc. (December 2008)