

# NEWS RELEASE

## Performance Methods, Inc. Cited for Innovation by Leading Industry Analyst

**Chicago, IL – September 10, 2008:** Performance Methods, Inc. has been cited for innovation in Sales & Marketing Management Magazine article. In the article “Selling Innovation,” leading industry analyst Dave Stein (CEO and Founder of ES Research Group) had this to say: “Innovation has been slow to come to some of the larger training companies...companies that only offer event-based, out-of-the-box training rarely deliver the kind of long-term sustainable results that those that take the holistic, more strategic approach do.” Stein went on to explain that “sales effectiveness improvement leaders such as Performance Methods, Inc. perform extensive discovery to solicit best practices within their organizations. These are incorporated into methodology redesign, the sales training curriculum, and post-program coaching and reinforcement.” Steve Andersen, PMI’s President and Managing Director, responded: “Things are changing in the sales training and consulting industry. Tired, canned approaches, many of which date back to the seventies and eighties, simply aren’t good enough any more for organizations that are looking for next-level sales effectiveness. We’re delighted that Dave Stein, ES Research Group and Sales and Marketing Management Magazine have recognized PMI’s innovative approaches to creating value for clients with modern and contemporary sales best practices solutions.”

**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).