



# NEWS RELEASE

## Performance Methods, Inc. Cited for Strategic Account Management Thought Leadership by Leading Industry Analyst

**West Tisbury, MA and Atlanta, GA – January 6, 2009:** Performance Methods, Inc. has been cited for thought leadership in Strategic Account Management. In his blog post dated January 7, 2009 (“Strategic Account Management: It’s Not Just a Sales Job”), leading industry analyst Dave Stein (CEO and Founder of ES Research Group) had this to say: “One of the top firms among the 26 sales performance improvement providers ESR covers is Performance Methods, Inc. (PMI). Founder and managing partner Steve Andersen is recognized as a thought-leader in the demanding and often misunderstood area of strategic account management. Over the years, ESR has recommended that some of our clients join The Strategic Account Management Association (SAMA) for the programs, resources, expertise and ability for their SAMs (strategic account managers) to network with other SAMs. Steve Andersen is one of the experts that present regularly at SAMA events.” In response to Stein’s questions regarding Strategic Account Management in the current economy, Andersen, responded: “Everyone knows that a supplier’s most important assets are their customers, but I continue to be surprised at how little some organizations are doing to become more strategic to their most strategic customers. Despite the economic downturn, many of our clients are investing in best practices that will position them to become more strategic to key customers through the deployment of advanced selling skills and the strategic account management efforts of their sales organization. We’re seeing a renewed commitment to understanding how important customers define value, how suppliers can sell, create and deliver this value, and then follow-up with customized metrics and measures that have meaning and significance to both the customer and the supplier.” This article may be accessed at the following link:

<http://davesteinsblog.wordpress.com/2009/01/07/strategic-account-management-its-not-just-a-sales-job/>

**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

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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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