



# NEWS RELEASE

## Experienced Sales Executive Elizabeth Strong Joins Performance Methods, Inc.

**Atlanta, GA – November 17, 2009:** Performance Methods, Inc. announced today that Elizabeth Strong has joined their organization. Steve Andersen, PMI's President and Managing Director, is enthusiastic about the value that Elizabeth brings to PMI: "Elizabeth brings an extensive background in sales, sales management and sales leadership to PMI and is a great fit for our client base and our team. Her deep experience in global and strategic account management positions her well to add value to PMI's global client base, and even further solidifies our leadership position in strategic account management solutions." Strong added, "PMI has been successfully helping their clients achieve bottom-line results for over a decade. Their unique approach delivers sales excellence and account management solutions tailored to each client's goals. I am very pleased to join this team of extraordinary professionals." Elizabeth's background spans a variety of industries including information technology, manufacturing, imaging and financial services, and her experience includes an ongoing focus on building and growing long-term, strategic customer/supplier 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](http://www.performancemethods.com).

Performance Methods, Inc.  
November 2009