



NEWS RELEASE

Performance Methods, Inc. Featured at SAMA University Atlanta

Atlanta, GA – February 17, 2009: Performance Methods, Inc. will again be featured at the Strategic Account Management Association's 'SAMA University' conducted in Atlanta this month. *The Keys to Effective Strategic Account Planning* workshop will be provided to SAMA University participants and will be conducted by Steve Andersen, PMI President and Managing Director. Andersen had this to say about SAMA University: "In today's environment, strategic account managers simply cannot afford to engage in inwardly focused, "fill in the forms" account planning procedures. Instead, account planning must focus on the customer and specifically address industry drivers, business objectives, operational issues and current business priorities. The entire extended account team must commit to a realistic, achievable plan that will be focused upon developing and leveraging customer relationships while consistently delivering value to the customer. Through SAMA University, the Strategic Account Management Association provides a unique environment for participants to learn and share their experiences – *The Keys to Effective Strategic Account Planning* workshop will equip and enable our audience to grow and develop their account management effectiveness with proven best practices in a highly interactive, exercise-based knowledge forum."

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.

About the Strategic Account Management Association Based in Chicago, SAMA is a knowledge-sharing organization devoted to developing, promoting and advancing the concept of customer supplier collaboration through communities of practice. SAMA is dedicated to the professional development of the individuals and companies involved in the process of managing national, global and strategic customer relationships, and to enabling members to create greater customer value and achieve competitive advantage accordingly. Founded in 1964 and with thousands of members around the globe, SAMA attracts the strategic customer management profession's most influential decision-makers. Over the past 44 years, the association has earned the reputation of being the SAM profession's knowledge leader, providing members with the high quality resources, training

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and networking opportunities needed to succeed. For more information about SAMA, please visit

www.strategicaccounts.org.

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