



# NEWS RELEASE

## Performance Methods, Inc. Featured at Sales Leadership Forum, Emory University, Atlanta

**Atlanta, GA – March 27, 2009:** Performance Methods, Inc. will be featured at the Sales Leadership Forum conducted at Emory University in Atlanta this month. In cooperation with SalesGlobe, PMI will deliver workshop sessions to an audience of senior sales leaders from a variety of industries. Key topics will include Developing an Effective Customer Value Proposition in the Current Market, The “How” of Consultative Selling, Understanding and Aligning to Customer Expectations and Implementing an Effective Account Plan, among others. These workshop sessions will be facilitated by Charlie Thackston and Steve Andersen of PMI. Andersen had this to say about the Sales Leadership Forum. “Today more than ever, it is critically important that suppliers understand how their customers define value and how they can meet and exceed these value expectations by developing and growing authentic supplier/customer relationships. Through the Sales Leadership Forum, sales leaders from a variety of backgrounds can assemble in a collaborative workshop to exchange ideas and best practices with peers and colleagues. The workshop sessions that will be conducted at the Forum will provide our audience with an opportunity to share perspectives and best practices that are focused on the theme of ‘Driving Sales Productivity in a Challenging Economy.’”

**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 The Sales Leadership Forum** Based in Atlanta, GA, The Sales Leadership Forum is a sales leadership community that provides its members with exclusive access to sales executives in top growth companies. Each Forum session includes notable speakers and covers a range of member-driven topics in a collaborative environment to exchange issues, ideas, and practices among companies with similar business models and challenges. The Forum is directed by a leadership team that guides objectives, format, topics, and membership. The Board of Advisors is comprised of executives from leading institutions that represent the Forum’s members. The Board includes senior executives from Emory University’s Goizueta Business School,

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The Owen School of Management at Vanderbilt University, AT&T, Compass Group, nuBridges, Sapien, Premiere Global Services and the S.P. Richards Company. For more information about The Sales Leadership Forum, please visit [TheSalesLeadershipForum.org](http://TheSalesLeadershipForum.org)

Performance Methods, Inc. (March 2009)