



# NEWS RELEASE

## Performance Methods, Inc. Featured in ES Research Group's "2009 Sales Training Vendor Guide"

**West Tisbury, MA and Atlanta, GA – April 8, 2009:** Performance Methods, Inc. has been featured in the '2009 Sales Training Vendor Guide' published by ES Research Group (ESR), the leading independent authority on assessing sales performance and sales training. The Sales Training Vendor Guide, published annually, is modeled after reports by Gartner, Consumer Reports and J.D. Power, which rank and analyze distinct industries accordingly. This year's Guide features 23 leading sales training organizations and is the result of extensive industry research, one-to-one personal interviews with CEOs of sales training organizations, corporations, sales industry executives and public information. PMI was again recognized for strength in the areas of Customized Solutions, Advanced Selling Skills, Opportunity Management, Account Management and Sales Management, as well as in the areas of Return-on-Training, Utilization, Adaptability, Results Measurement and Post-Training Reinforcement.

ESR cited PMI's innovation in numerous areas, including:

- The deployment of Web 3D/Second Life as an enabling technology for customer/supplier meetings
- PMI's Collaborative Planning Methodology, which creates a collaborative platform for the purpose of aligning the objectives of suppliers and their customers and building action plans to co-create value
- PMI's emphasis on effective sales coaching to drive adoption and reinforcement of sales best practices solutions
- PMI's Innovate to Differentiate program that is based on actual observed best practices of top-performing account managers from around the globe, organized into PMI's Zones of Innovation™
- PMI's expanded Opportunity Planning offerings that are integrated with advanced selling skills and strategic account management
- Salesforce.com integration with PMI's full solution suite
- The redesign of PMI's website to offer free tools for visitors ([www.performancemethods.com](http://www.performancemethods.com)).

PMI was further recognized as one of the few organizations around the globe to have been awarded the prestigious ESR Certified Measurement Program (ESR/CMP™), for the quality of PMI's performance measurement program. Steve Andersen, President and Managing Director of PMI commented: "With the publication of the 2009 Sales Training Vendor Guide, ESR continues to provide a unique and valuable perspective to the sales best practices community. We appreciate the inclusion of PMI in the Guide, as well as the diligence of the ESR team in making this type of research available to the market."

**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).

Performance Methods, Inc.  
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