



NEWS RELEASE

Performance Methods, Inc. Announces Solutions Portfolio Expansion with Sales Enablement/CRM Practice

Atlanta, GA – May 10, 2010: Performance Methods, Inc. (PMI) has announced a strategic expansion of its solutions portfolio to include a Sales Enablement and CRM Practice led by Joe Vance. This capability adds an unparalleled dimension of long-term solutions effectiveness to PMI's industry leading sales and strategic account management (SAM) best practices portfolio and is based on increased market and client demand for customized sales effectiveness solutions that are enabled by CRM (Customer Relationship Management) and SFA (Sales Force Automation) technology.

PMI's Sales Enablement and CRM Practice provides clients with platform-agnostic CRM design, needs assessment and consulting that uniquely maximize sales and SAM effectiveness. A primary objective of this Practice will be the alignment of the client's CRM/SFA platform of choice with their customized sales process methodology and associated sales and sales management tools and job-aids, all with a focus on driving adoption, productivity and sustainable sales effectiveness.

PMI's customized sales best practices solutions significantly expand the value of off-the-shelf or IT-driven CRM implementations that typically are not well connected with sales management and SAM program objectives. By providing clients with pre-implementation consulting services focused on requirements definition and technology selection that tie directly to key sales, management, adoption and usability objectives, PMI will help clients optimize the value received from their investment in enabling technology. For clients with existing CRM implementations, PMI provides an assessment and re-alignment engagement that identifies the gaps between current platforms and sales/SAM best-practices, prescribing a prioritized improvement plan that drives additional value from prior CRM investments.

As an executive practitioner with the world's leading provider of human resource solutions, Vance led a strategic corporate transformation initiative that incorporated CRM alignment with a customized sales and SAM best practices methodology within the Salesforce.com® platform. His experience in innovative design and implementation drove sales and SAM adoption and effectiveness that uniquely connected sales process, opportunity planning, account planning, sales and SAM operations, sales management/coaching, and sales training/development, all enabled with Salesforce.com®.

Vance brings a fresh approach to client CRM implementations, driving success by balancing and harmonizing sales, SAM, enabling technology and sales management best practices. His strong background includes a particular focus on sales effectiveness, metrics-driven quality and the creation of customer value and loyalty.

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.

Performance Methods, Inc.
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