



NEWS RELEASE

Performance Methods, Inc. Featured by ES Research (ESR) in Sales Thought Leader Series Online Panel Discussion

West Tisbury, MA – October 1, 2011: ES Research Group, Inc. (ESR), the leading research and advisory firm, announced today that it will host a series of four online panel discussions in which 16 sales industry leaders debate today's critical issues. The public may listen to the discussions and ask questions during the live, one-hour online sessions. Free registration is available at <http://www.ESResearch.com/thought-leaders>.

Profiled and Evaluated by
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GROUP 

"The Internet is rife with webinars, but they are often scripted and contain more promotion than knowledge. We wanted to provide a forum for real discussions and differences of opinion," comments Dave Stein, Founder and CEO of ESR and moderator of the panel discussions. Stein says that promotion in the ESR panels will be limited to the introduction of each speaker and that each discussion is unrehearsed. PMI will participate in the session entitled ***What Works and What Doesn't with Respect to CRM and Other Technology-Enabled Selling Platforms and Applications?*** and will be represented by Joe Vance

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 ES Research Group. Based in West Tisbury, MA, 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.

Performance Methods, Inc. (October 2011)