

# NEWS RELEASE

## Performance Methods, Inc. to Be Featured by the Strategic Account Management Association (SAMA) in “Keys to Effective Strategic Account Planning” Article Series

**Chicago, IL and Atlanta, GA – April 7, 2011:** Performance Methods, Inc. will be featured by SAMA in a series of ten articles that will focus on the **Keys to Effective Strategic Account Planning**. PMI is proud to serve the needs of a broad group of industry-leading companies and will be sharing with the SAMA community how leading global firms are deploying proven best practices to become more strategic to their most important customers.



The **Keys to Effective Strategic Account Planning** article series will cover a number of critical areas of strategic and key account management performance and provide readers with insight into how SAM and KAM best practices are being deployed effectively by world-class sales organizations in a variety of different industries. Topics to be covered include how today’s high performing account managers and account teams:

- **Define “What is a strategic account?” and assess the ongoing fit.**
- **Discover what the customer values most and validate it.**
- **Assess and strengthen the account’s most strategic relationships.**
- **Position and differentiate the supplier’s unique value with the customer.**
- **Integrate and balance the account and opportunity planning processes.**
- **Align the supplier’s objectives with the customer’s.**
- **Develop and implement a proactive growth strategy to grow the account.**
- **Engage the customer in the account planning process.**
- **Establish performance metrics to measure and track SAM execution.**
- **Provide coaching and sponsorship to account teams as needed.**

Steve Andersen, President and Founder of PMI commented: “We are delighted that SAMA is featuring PMI in the **Keys to Effective Strategic Account Planning** article series. Our deep experience with industry-leading, world-class companies has provided PMI with many opportunities to see SAM and KAM best practices in action, and we are pleased to share our insights with the SAMA community.” These articles will feature numerous examples of specific SAM/KAM excellence, as well as quotes from specific organizations that have agreed to share their experiences with the SAMA readership. Additionally, the **Keys to Effective Strategic Account Planning** article series will be based upon PMI’s proven model of account management best practices bearing the same name and presented at SAMA Conferences and Universities.

**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 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. For nearly 50 years the Association has earned the reputation of being the SAM profession's knowledge leader, providing members with the high quality resources, training and networking opportunities needed to succeed. For more information about SAMA, please visit [www.strategicaccounts.org](http://www.strategicaccounts.org).

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