



NEWS RELEASE

Performance Methods, Inc. Featured by ES Research (ESR) in “Strategic Account Management: Opportunity and Challenge” Brief

West Tisbury, MA and Atlanta, GA – May 3, 2011: Performance Methods has been featured by ES Research Group in their recent ESR Brief™ entitled ***Strategic Account Management: Opportunity and Challenge***. In this brief, ESR describes the opportunities and challenges associated with the growth and management of strategic and key customers and the importance of strategic account management best practices in today’s business environment. ESR is the leading independent authority on assessing sales performance, sales training and best practices. This brief is available on PMI’s website under the Publications tab.



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.

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