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INTERNATIONAL METHODS
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NEWS RELEASE

Mercuri International and Performance Methods, Inc. Announce Expanded Global Strategic Partnership

Stockholm, Sweden and Atlanta, GA – September 22, 2009: Mercuri International and Performance Methods, Inc. have announced a significant expansion of their global partnership. Initiated five years ago, the success of this relationship has resulted in an impressive list of international clients who have benefited from the combined value proposition of Mercuri and PMI, including market leading organizations from a variety of industries around the globe.

With this announcement, Mercuri and PMI are extending and expanding their partnership to provide a wider range of clients with the broadest and deepest suite of integrated and customized sales best practices solutions available in the market today. Mercuri/PMI sales best practices solutions are supported by the most extensive coverage model in the industry, providing and enabling consulting and training services in virtually every country in the world, and in practically any language.

Central to Mercuri/PMI's global strategy is a core solution suite consisting of integrated, customizable modules creating measurable results that will be made readily available to three targeted market segments: organizations with needs that are global/international in scope, organizations with needs that are regional/multi-national in scope, as well as companies with needs that are more local/national in scope.

The Mercuri/PMI solution suite is based upon the success that Mercuri and PMI have experienced with mutual clients, and includes the following core modules to support strategic sales initiatives:

- **Consultative Selling Skills**
- **Sales Process and Pipeline Management**
- **Value-Focused Selling**
- **Integrated Opportunity Management**
- **Strategic Account Management**
- **Collaborative Planning with Customers**
- **Sales Management and Coaching**
- **Technology Enablement (e-Learning, Web-Based Deployment, CRM Integration, Sales 2.0, Web 3D and Business Simulations).**

Dave Stein, leading industry analyst and CEO of ES Research Group (www.ESResearch.com), commented about the Mercuri/PMI expanded partnership: "The proven individual as well as joint successes of Mercuri and PMI demonstrate a degree of strategy, execution, and client value that will serve as a platform for continued growth for these two highly competent firms, further advancing their present leadership positions. We expect during the next year they will begin to receive the recognition they deserve in a market with no dominant player."

Susanne Lithander, CEO of Mercuri, says: "As the leading consulting and training company within the field of Sales Performance Improvements, it is important that we continue to increase the value that we provide to our clients. When something is working as well as our partnership with PMI, it only makes sense to leverage our successes and expand our model to include more clients. Together, we're delighted to offer the broadest and deepest solution suite in our industry backed by the strongest team of consultants and subject matter experts."

Henk van de Kuijt, Mercuri's Director of International Business added: "Having been involved in each of our successes with PMI, I can tell you that our international clients are excited and enthusiastic about the mutual, global value proposition that we are providing. Now, we will be able to make our solutions available to many other organizations around the globe and help them make international sales growth a reality."

Steve Andersen, PMI's President and Managing Director, remarked: "The world-class companies that we have served together over the past 5 years have taught us that we have a very different value proposition from other providers. This announcement should make it clear to the sales training and best practices market that there is indeed a leader in our space – and the leader is Mercuri/PMI. By combining our strengths, we are positioned to create unprecedented levels of value for organizations that are seeking contemporary solutions that are customized to meet their unique needs and requirements."

Mercuri and PMI are both active participants and sponsors in the Strategic Account Management Association (SAMA), the world's largest non-profit community of sales best practices. The Mercuri/PMI expanded partnership will help clients worldwide achieve their business objectives and "take sales to a higher level" by deploying their combined sales expertise to implement practical and measurable solutions in competitive selling environments.

About Mercuri International Based in Stockholm, Sweden, Mercuri is the world's largest sales training and sales development organization. Founded fifty years ago, Mercuri has grown to over 630 employees located around the globe. Mercuri's coverage model includes 50 local offices in 42 countries throughout Europe, Asia, North and South America, the Middle East, South Africa and Australia. Mercuri serves these markets with sales training and consulting offerings in over 30 languages. Mercuri's broad global active client base during 2009 includes approximately 5,000 organizations, many of whom have been in partnership with Mercuri for over 10 years. Mercuri International is part of Bure Equity AB. For additional information on Mercuri, please visit www.mercuri.net or contact kuijt@mercuri-international.de

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. For additional information on Performance Methods, please visit www.performancemethods.com or contact sandersen@performancemethods.com