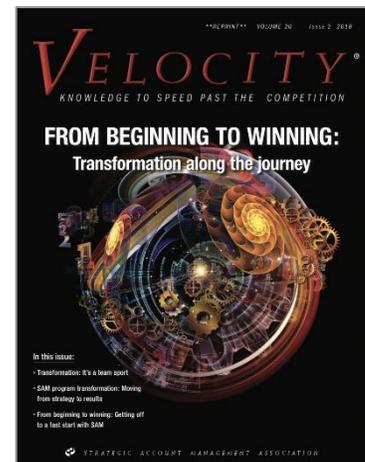


NEWS RELEASE

Performance Methods, Inc. Featured in Velocity Magazine Article: *From Beginning to Winning: Getting Off to a Fast Start with SAM*

Atlanta, GA and Chicago, IL – June 1, 2018: PMI has been featured in the Strategic Account Management Association’s (SAMA) *Velocity* magazine, a publication focused on how leading companies are becoming more strategic to their most important customers. In *From Beginning to Winning: Getting Off to a Fast Start with SAM*, PMI President and Founder Steve Andersen tackles the question “What are organizations that are getting off to a fast start with strategic account management doing that others are not?” This article unpacks the best practices that have been consistently observed in successful implementations of strategic account planning and management describes the primary areas of impact that are critical to SAM success and provides insights into how these organizations have accelerated their “time to value” in the deployment of account management programs, best practices and tools.



About Performance Methods, Inc. Based in Atlanta, GA, PMI provides consulting and training services to assist clients in the design, development, and deployment of sales and strategic account management (SAM) performance solutions. PMI’s unique approach provides clients with customized and integrated solutions consisting of value selling, opportunity planning, and account planning processes, best practices, skills, and tools. PMI has been selected by many of the world’s leading corporations and has been widely recognized for the innovation, effectiveness and strength of its contemporary suite of customized sales and SAM performance solutions. PMI is an active speaker, author and sponsor in the Strategic Account Management Association (SAMA), the global authority for strategic account management best practices, and serves on SAMA’s Certified Strategic Account Manager (CSAM) faculty. PMI creates worldwide client value and coverage through its global partnership with Mercuri International, the world’s largest sales training and development consultancy, and has been recognized by TrainingIndustry.com as a “Top 20 Sales Training Company” each year since the award’s inception (2008 – 2018). For additional information on Performance Methods, please visit 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. Over the past 54 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.

Performance Methods, Inc.
June 2018