

NEWS RELEASE

Performance Methods, Inc. Featured in Training Industry Magazine: ***Winning the Battle for the Customer: Your Buyers Have Changed – Why Hasn't Your Sales Training?***

Cary, NC and Atlanta, GA – October 1, 2018: PMI has been featured in the Training Industry Magazine, a publication focused on trends and best practices in the training industry. In ***Winning the Battle for the Customer: Your Buyers Have Changed – Why Hasn't Your Sales Training?***, PMI President and Founder Steve Andersen tackles the question “How should you evolve your sales training strategy to align with your changing buyers?” This article examines the effectiveness of sales training in a world where buyer expectations and dynamics continue to change rapidly, and defines the sales training “mindset shift” required to ensure a successful transformation from *provider-focused* sales training to a more *customer success-focused* approach.

Access the full article here: <https://trainingindustry.com/magazine/sep-oct-2018/winning-the-battle-for-the-customer-your-buyers-have-changed-why-hasnt-your-sales-training/>



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 Training Industry, Inc. Based in Cary, NC, Training Industry spotlights the latest news, articles, case studies and best practices within the training industry, and publishes annual Top 20 and Watch List reports covering many sectors of interest to the corporate training function. Our focus is on helping dedicated businesses and training professionals get the information, insight and tools needed to more effectively manage the business of learning. For additional information on Training Industry, please visit www.TrainingIndustry.com.