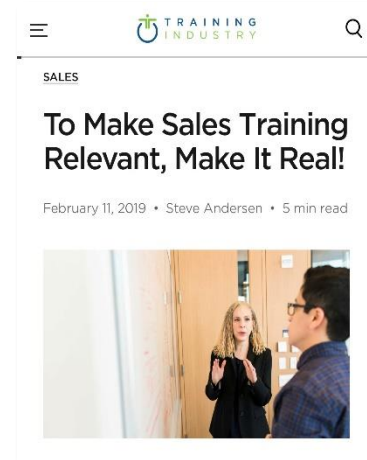


NEWS RELEASE

Performance Methods, Inc. Featured in Training Industry Article: *To Make Sales Training Relevant, Make It Real!*

Cary, NC and Atlanta, GA – February 11, 2019: PMI's thought leadership has been featured in a TrainingIndustry.com article. In *To Make Sales Training Relevant, Make It Real!* PMI President and Founder Steve Andersen explores the question "How can companies achieve maximum effectiveness and optimal results with their sales training?" This article outlines the value of approaching learning and sustainability in three key phases: before, during and after training.

Access the full article here: <https://trainingindustry.com/articles/sales/to-make-sales-training-relevant-make-it-real/>



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.