



NEWS RELEASE

PMI Featured in Multiple Workshops at SAMA's Annual and Pan-European Conferences

Chicago, IL – March 1, 2019: Performance Methods, Inc. (PMI) will again be featured at the Strategic Account Management Association's Pan-European and Annual Conferences, to be held March 14-15 and May 20-22, 2019 in Amsterdam and Orlando, respectively. The theme of this year's Conferences is ***The State of Precision: Aligning with Customers for Extraordinary Results***, and Steve Andersen, Craig Jones, Todd Lenhart and David Adams will conduct workshops for Conference participants on the topics:

- **Value Co-Discovery and Strategic Account Planning**
- **Coaching to the Behaviors That Drive Effective SAM Execution**
- **Benchmarking Your Account Plan and Account Planning Process For Greater Adoption and Impact**
- **20/20 SAM Vision: What Great Account Planning Looks Like in 2019**

In the **20/20 SAM Vision** panel discussion, PMI will be joined by thought leaders from **Premier Inc., Zoetis and Zurich Insurance** to discuss and answer questions about "what great account planning looks like" from within their organizations.

Steve Andersen, PMI President and Founder, had this to say about SAMA's upcoming Annual Conference and the opportunity to share the book with the SAMA audience: "SAMA has had a significant impact on PMI's business over the years, and our new book, ***Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World*** features a number of SAMA member companies. It seems only fitting that we would return to SAMA to share what we've learned with this very special community of practice, and we're looking forward to seeing our many friends and clients at the Annual Conference in May."

About Performance Methods, Inc. Based in Atlanta, 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 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, 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, visit www.strategicaccounts.org.