

NEWS RELEASE

Steve Andersen Elected to SAMA Board of Directors

Chicago, IL – April 14, 2019: The Strategic Account Management Association (SAMA) announced that Steve Andersen has been elected to join their Board of Directors. “The SAMA community has provided me with a most unique “learning laboratory” over the past 20 years, as well as an amazing environment to develop relationships with thought leaders from across the globe in every major industry. I’m delighted to have this opportunity to serve the community at the board level, and look forward to seeing my many friends, clients and colleagues at SAMA’s Annual Conference next month in Orlando.”

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 – 2019). 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.