



NEWS RELEASE

Strategic Account Management Association 2019 SAM Excellence Awards Announced and PMI Clients Recognized Again

Atlanta, GA and Chicago, IL – June 17, 2019: Each year, the Strategic Account Management Association (SAMA) recognizes companies for outstanding achievement and innovation in strategic customer relationship management through the SAMA Excellence Awards™. The SAMA Excellence Awards set a standard of excellence in strategic account management, fostering advancement of the SAM profession and elevating the SAMA community through sharing the very best applications of strategic account management practices.



Winners of the 2019 SAM Excellence Awards include PMI clients Premier, Inc., Merck and Boehringer Ingelheim:

Category 2: "Implementation of specific customer engagement strategies enabling, and successfully impacting, the co-value creation process."

Co-winner: *Premier, Inc. and Merck*

Category 5: "SAMA Global Customer-Centricity Award"

Winner: *Boehringer Ingelheim*

Steve Andersen, PMI President and Founder, had this to say about this year's award winners and the importance of the SAM Excellence Awards: "SAMA continues to recognize the best of the best for getting it right with their customers, and it's certainly no surprise that Premier, Merck and Boehringer Ingelheim are among this special group. SAMA provides a significant service to its community by identifying and awarding excellence in value co-creation, customer-centricity and strategic customer relationship growth, and we're delighted that PMI has had the opportunity to work with these and other award winners over the years, including Siemens, Zurich Insurance and Hilton Worldwide."

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 55 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.