



# NEWS RELEASE

## PMI Case Study Published Featuring NetApp: Applying Value-Focused Selling for a Sales Transformation

**Atlanta, GA – February 28, 2020:** Performance Methods, Inc. (PMI) has published an in-depth case study that features NetApp and their global implementation of PMI's approach to value selling. Customized to NetApp's unique business requirements, NetApp has deployed "Advanced Value Selling" to over 5,000 people worldwide.

In the words of Keith Gilbert, manager of sales training for NetApp University, the intent was to transition the organization from a "product-focused to a value-focused sales approach," which required a "methodology that allows salespeople to focus 100 percent on the customer." Added Gilbert, "By focusing on value rather than products or price, our salespeople are now able to create a shared vision with clients," and engage in "value-based, customer-first discussions."

Todd Lenhart, PMI Managing Partner, had this to say about NetApp's commitment to value selling: "It's inspiring to see an organization make the commitment to value selling that NetApp has, and the results they are experiencing are a reflection of this. With strong leadership and cross-functional team support, we have been able to focus our work on value co-discovery and co-creation across their customer base, and the impact their deployment of Advanced Value Selling is having across the globe is impressive."

[Click to read the case study.](#)

**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, as well as SAMA's Board of Directors. 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](http://www.performancemethods.com).

Performance Methods, Inc. | February 2020