

# NEWS RELEASE



## Performance Methods, Inc. Featured at SAMA Academies in *Value Co-Discovery and Strategic Account Planning* and *Coaching to the Behaviors That Drive Effective SAM Execution* Workshops

**Chicago, IL – February 12, 2021:** Performance Methods, Inc. will be featured at the Strategic Account Management Association’s Academies throughout 2021. PMI will conduct Core 1 virtual workshops on the topics *Value Co-Discovery and Strategic Account Planning* and *Coaching to the Behaviors That Drive Effective SAM Execution*. PMI President and Founder Steve Andersen had this to say about SAMA



S A M A

Academies: “Through SAMA’s network of Academy offerings, the Strategic Account Management Association provides a unique environment for participants to share their experiences and sharpen their skills. PMI’s virtual workshops will equip and enable salespeople and account managers to grow their account management effectiveness with proven best practices in a highly interactive, exercise-based knowledge forum.” For more information, please visit <https://www.strategicaccounts.org/en/certification-training/sama-academy/>

**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, board member 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 – 2021). For additional information, visit [www.performancemethods.com](http://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 about SAMA, visit [www.strategicaccounts.org](http://www.strategicaccounts.org).