



NEWS RELEASE

PMI Featured in Multiple Workshops at SAMA's Annual Conference, May 24-26, 2021

Chicago, IL – March 27, 2021: Performance Methods, Inc. (PMI) will again be featured at the Strategic Account Management Association's Annual Conference, which will be a virtual event held May 24-26, 2021. The theme of this year's Conference is **The New Paradigms of Engagement**. Steve Andersen, Craig Jones and Todd Lenhart will conduct sessions for Conference participants on topics including:

- **Selling to Existing Customers: How Top Performing SAMs/KAMs Drive Consistent Sales Success.**
- **Utilizing Account Executive Briefings to Activate Cross-Functional Teams and Create Awareness with the C-Suite.**
- **Driving Account Growth: Building and Leveraging Your Account Value Portfolio.**

PMI will be joined in these sessions by thought leaders from **Exact Sciences, Abbvie/Allergan Aesthetics, Boehringer Ingelheim, Premier, Inc.** and **Zoetis (Animal Health Sciences)**, among others, to discuss and answer questions about contemporary account management and planning best practices, selling to existing customers, optimizing cross-functional team performance, and building and leveraging your account value portfolio.

Steve Andersen, PMI President and Founder, had this to say about SAMA's upcoming Annual Conference: "SAMA has had a significant impact on PMI's business over the years, and we continue to leverage our commitment to this unique community of practice as our "laboratory" for customer value co-creation, building trust-based customer relationships and driving account growth and mutual success with customers. We're delighted to be participating, in the 2021 Annual Conference, and look forward to seeing our clients, colleagues and friends within the SAMA community 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, 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 – 2021). 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.