



NEWS RELEASE

PMI Featured in Highly Engaging Workshops at SAMA's Annual Conference, May 17-20, 2026 in Phoenix, AZ!

Chicago, IL – April 2, 2026: Performance Methods, Inc. (PMI) will again be featured at the Strategic Account Management Association's Annual Conference, from May 17-20 in Phoenix, AZ. Steve Andersen, Craig Jones, David Adams and Scott Benjamin will lead high impact sessions on topics impacting SAM/KAM success, including:

- **Bonus Session: Turning Your Account Plan into a Revenue-Generating Machine**
 - PMI President & Founder Steve Andersen & PMI Partner David Adams welcome Janine Coleman, Senior Director of Strategic Accounts - Premier Applied Sciences, Shawn Parker, Executive Director, Strategic Accounts & Corporate Group Sales – Hilton, Kerry Tuttle, Associate Director SAM Training/ Senior KAM - Boehringer Ingelheim
- **Session 203: Value Co-Creation: Developing and Articulating Your Account Value Portfolio**
 - PMI Managing Director Craig Jones
- **Session 206: Building a Competitive Strategy to Effectively Differentiate Yourself and Win**
 - PMI Partner Dr. Scott Benjamin
- **Session 213: Building Account Growth Strategies That Drive Revenue and Relationship Expansion**
 - PMI President & Founder Steve Andersen & PMI Partner David Adams

PMI will again welcome thought leaders from across the SAMA community of practice to offer relevant and contemporary insights on account planning and management best practices, including driving proactive account and revenue growth with strategic and key customers, developing and articulating a portfolio of customer value, developing and executing an effective account growth strategy, deploying skills, competencies and best practices needed for SAM/KAM success in 2026 and beyond.

Steve Andersen, PMI President and Founder and SAMA Board Member, offered this perspective on SAMA's 2026 Annual Conference: "The SAMA community is the primary global forum for strategic account planning and management excellence and thought leadership, and the 2026 Annual Conference will showcase this again. PMI is pleased to participate and we look forward to greeting our clients, colleagues and friends in Phoenix."

For additional information about SAMA's Annual Conference, visit <https://strategicaccounts.org/event/2026-sama-annual-conference/>

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 TrainingIndustry.com as a "Top 20 Sales Training Company" each year since the award's inception (2008 – 2026). 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