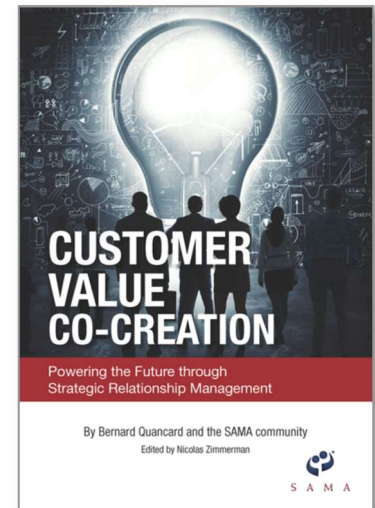


NEWS RELEASE

Performance Methods, Inc. in New Strategic Account Management Book: *Customer Value Co-Creation: Powering the Future with Strategic Relationship Management*

Atlanta, GA and Chicago, IL – January 15, 2018: SAMA has assembled the full powers of its unparalleled community of practice for a tight, in-depth guide to managing strategic customers. In *Customer Value Co-Creation: Powering the Future through Strategic Relationship Management*, SAMA and a host of expert contributors distill decades of SAMA original research, benchmarking and work with the world's most advanced SAM programs. The book, which was written by SAMA President & CEO Bernard Quancard and a host of SAM practitioners, academics and other thought leaders, covers four main subject areas: the strategic customer-centric organization, the co-value creation process, the role of the SAM and the SAM of the future. Steve Andersen and PMI contributed to this book on the topic of *Transforming the Customer Experience: Planning to Grow with Your Most Important Accounts*.



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 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 creates worldwide client value and coverage through its global partnership with Mercuri International, the world's largest sales training and development consultancy, and has been recognized by TrainingIndustry.com as a "Top 20 Sales Training Company" each year since the award's inception (2008 – 2017). For additional information on Performance Methods, please 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

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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, please visit www.strategicaccounts.org.

Performance Methods, Inc. | January 2018