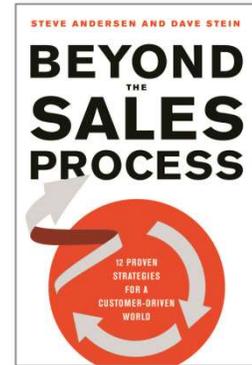


NEWS RELEASE

PMI to Facilitate SAM Coaching Workshop and Panel Discussion at SAMA's Annual Conference

Chicago, IL – March 1, 2018: Performance Methods, Inc. (PMI) will again be featured at the Strategic Account Management Association's Annual Conference, to be held May 21-23, 2018 in Orlando. This year's Conference theme is *From Beginning to Winning in A New SAM Ecosystem*, and Steve Andersen, Craig Jones and Todd Lenhart from PMI will conduct workshops for Conference participants on the topics *Coaching to the Behaviors That Drive Effective SAM Execution* and *From Beginning to Winning with Your Evolving SAM Program: The Keys to Getting Off to a Fast Start with Strategic Account Planning*, in which PMI will be joined by panelists from organizations in the SAMA community that have gotten off to "fast starts" with their SAM programs.



Steve Andersen, PMI President and Founder, had this to say about SAMA's upcoming Annual Conference and the opportunity to share his book with the SAMA audience: "SAMA has had a significant impact on PMI's business over the years, and our new book, *Beyond the Sales Process: 12 Proven Strategies for a Customer-Driven World* features a number of SAMA member companies. It seems only fitting that we would return to SAMA to share what we've learned with this very special community of practice, and we're looking forward to seeing our many friends and clients at the Annual Conference in May." For more information on the SAMA Annual Conference, please visit <http://www.strategicaccounts.org/Conferences/SAMAConferences>.

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 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.