



NEWS RELEASE

Performance Methods, Inc. and Shapiro Negotiations Institute Announce Strategic Alliance Focused on Mutual Value Creation for Clients

Atlanta, GA and Baltimore, MD – June 1, 2016: Performance Methods, Inc. (PMI) and Shapiro Negotiations Institute (SNI) have announced a strategic alliance focused on creating mutual value for clients by providing them with the strongest integrated solution of its type in the sales performance consulting and training market. This alliance brings the sales, value engagement, opportunity management, account management and sales management solutions of PMI together with the negotiation and influence solutions of SNI, creating a unique offering for organizations requiring a contemporary solution suite that span all of the major sales performance facets of their customer relationship.

Steve Andersen, PMI President and Founder, had this to say about the alliance: “In today’s competitive marketplace, sales professionals are under increasing pressure to achieve revenue objectives while also building lasting relationships with customers. In addition, they are dealing with more informed buyers, sophisticated supply chain professionals, and C-suite leaders trying to protect the bottom-line at all costs. PMI’s alliance with SNI will help our clients confidently approach their opportunities utilizing a systematic and proven approach to negotiating and influencing, designed to reduce price concessions, increase margins and revenue, improve win-rates, shorten sales cycles, and develop stronger customer relationships.”

Todd Lenhart, President of SNI, added these remarks: “By combining the people, processes and solutions of our organization with those of PMI we are able to bring a truly unique value proposition to the market. Both of our organizations have developed and grown over the years by providing industry-leading companies with strong, customized solutions, and the opportunity to create synergistic value together with the PMI team is exciting for us and our clients. The high-energy learning experiences of our workshops are known for leaving powerful and lasting impressions on participants – our combined strengths provide the perfect recipe for clients looking for sales performance solutions designed to deliver and drive results.”

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 sales and account management processes, best practices, skills, and tools. PMI has been selected by many of the world's leading corporations as their Sales/SAM best practices partner and has been widely recognized for the innovation, effectiveness and strength of its contemporary suite of Sales/SAM performance solutions. PMI is an active speaker, author and sponsor in the Strategic Account Management Association (SAMA), the world's largest non-profit community of sales and 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 – 2016). For additional information on Performance Methods, please visit www.performancemethods.com.

About Shapiro Negotiations Institute

Based in Baltimore, MD, SNI is a premier global provider of training and consulting in the areas of negotiation, influencing, sales optimization, and conflict resolution. SNI's focus is on maximizing clients' abilities to create mutually beneficial and profitable long-term relationships with peers, vendors, and customers, both internal and external to the organization. SNI's success has been built on helping professionals at all levels use a systematic approach to get more accomplished, faster, and with a higher degree of effectiveness. By taking over 30 years of lessons learned in real-life situations, SNI team members dig into industry-specific and client-specific challenges, providing practical tools and techniques that can be implemented immediately and repeated with precision. Through a combination of highly customized training programs, dynamic keynotes and strategic consulting, SNI delivers the ultimate learning continuum: focusing on the bottom line, the people, and the tools that drive continued success for the world's leading organizations. For additional information, please visit www.shapironegotiations.com.

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