

# NEWS RELEASE

## Performance Methods, Inc. and *Beyond the Sales Process* Featured in 2017 Webinars

**Atlanta, GA – February 1, 2017:** Performance Methods, Inc. will be featured in an active calendar of webinars throughout 2017.

PMI will conduct ***Engage, Win and Grow! Driving Success for You and Your Customers in 2017*** on February 15, sponsored by the Strategic Account

Management Association. Joining speakers Steve Andersen and Craig Jones will be special guest Guy Bizzoco, Merck's Associate Director of Priority Accounts. Topics and focus areas will include how industry-leading companies are deploying strategic account planning and management best practices to drive mutual success with strategic and key customers.



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PMI will also conduct ***Why Closing the Deal Isn't Enough: Avoiding the Fatal Miscalculation*** on April 12, sponsored by Sales and Marketing Management. Joining speakers Steve Andersen and Craig Jones will be special guest host and renowned industry-expert Mike Kunkle. Topics and focus areas will include how today's most effective salespeople and account managers engage with their customers before, during, and after the sale, even when there is no immediate opportunity in sight.

Session takeaways will include:

- How to explore possibilities, vision success and elevate the conversation with your customer before the sale, developing new opportunities as a result.
- How to “plan to win” these opportunities by driving alignment, positioning yourself to capture mindshare and differentiating your unique business value.
- How to validate your impact, measure success and expand customer relationships after the sale, enabling you to “plan to grow” new opportunities together.



Additionally, PMI will conduct ***Winning the Battle for the Customer: How Top Performers Capture Mindshare and Preference*** on April 19, sponsored by Salesforce.com. Joining

speakers Steve Andersen and Craig Jones will be host and moderator

Justin Royal of Data.com Connect. Topics and focus areas will include how

today's top performers are winning in a customer-driven world by applying proven strategies, skills, best practices and tools that equip and enable them to “show- up differently” and win the battle for customer mindshare and preference.



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**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 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 – 2016). For additional information on Performance Methods, please visit [www.performancemethods.com](http://www.performancemethods.com).

Performance Methods, Inc.  
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