

# NEWS RELEASE

## Performance Methods, Inc. to Be Featured by TrainingIndustry.com in 'Best Practices of High Performing Sales Teams' Series

**Cary, NC and Atlanta, GA – June 11, 2009:** Performance Methods, Inc., recognized by TrainingIndustry.com as one of the *2009 Top Sales Training Companies*, will be featured in a series of articles that will focus on the **'Best Practices of High Performing Sales Teams.'** PMI is proud to serve the needs of a broad group of industry-leading companies and will be sharing with the TrainingIndustry.com readership how leading global firms are deploying proven best practices to increase sales effectiveness, create customer value, grow customer relationships and gain competitive advantage.



The **'Best Practices of High Performing Sales Teams'** article series will cover a number of critical areas of sales performance and provide readers with insight into how sales best practices are being deployed effectively by world-class sales organizations in a variety of industries. This article series will provide special emphasis on key best practices driving effective sales leadership/management, sales performance/execution, sales strategy deployment and strategic account management. Topics to be covered in the initial articles include how today's high performing sales teams:

- **Develop, Communicate and Deploy Effective Top-Down Vision from Sales Leadership**
- **Equip and Enable First and Second-Level Sales Managers as Effective Field Coaches**
- **Measure and Track Their Sales Effectiveness and Customer Value Creation**
- **Increase Sales Productivity from the 'Middle of the Lineup'**

Steve Andersen, President and Managing Director of PMI commented: "We are delighted that TrainingIndustry.com is featuring PMI for the **'Best Practices of High Performing Sales Teams.'** Our deep experience with industry-leading, world-class companies has provided PMI with many opportunities to see sales best practices in action, and we are pleased to share our insights with the TrainingIndustry.com readership." Susan Niemchak, Director of the Sales Training Community of TrainingIndustry.com, commented: "Our readers are interested in what the top sales teams around the globe are doing to continue to drive business and grow revenues. Performance Methods is on the leading-edge in providing sales effectiveness solutions to these types of organizations and we are pleased to provide the **'Best Practices of High Performing Sales Teams'** to our readership on an ongoing basis."

**About Performance Methods, Inc.** Based in Atlanta, GA, PMI provides consulting and training services to assist clients in the design, development and deployment of customer engagement best practices. PMI's unique approach provides clients with customized and integrated solutions consisting of sales processes, best practices and

consultative selling skills. PMI has been selected by many of the world's leading corporations as their sales best practices partner and has been widely recognized for the innovation, effectiveness and the strength of its contemporary suite of customized sales performance solutions. PMI creates worldwide client value and coverage through its global partnership with Mercuri International, the world's largest sales training and development consultancy, and is an active participant and sponsor in the Strategic Account Management Association (SAMA), the world's largest non-profit community of sales best practices. For additional information on Performance Methods, please visit [www.performancemethods.com](http://www.performancemethods.com).

**About TrainingIndustry.com** Based in Cary, North Carolina, the Sales Training Community of TrainingIndustry.com is the most credible, timely and most trusted knowledge community focused entirely on strategies, best practices, certification, and emerging trends for Sales Training, targeted specifically to executive decision makers. TrainingIndustry.com creates a more efficient marketplace for learning. For additional information on the Sales Training Community at TrainingIndustry.com, please visit [www.SalesTrainingIndustry.com](http://www.SalesTrainingIndustry.com).

Performance Methods, Inc. (June 2009)