

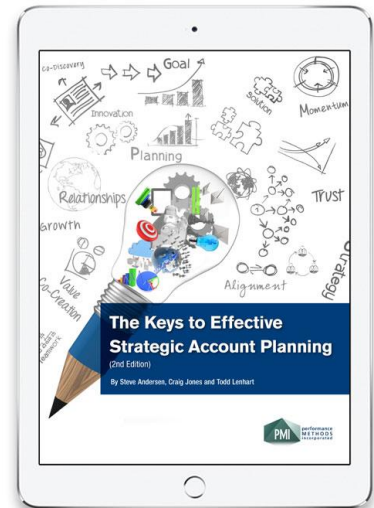
# NEWS RELEASE

## PMI and SAMA Launch Webinar Series to Support New eBook “The Keys to Effective Strategic Account Planning (2<sup>nd</sup> Edition)”

**Atlanta, GA and Chicago, IL – June 12, 2020:** Performance Methods, Inc. (PMI) and the Strategic Account Management Association (SAMA) are hosting a complimentary webinar series to support their new jointly published ebook ***The Keys to Effective Strategic Account Planning (2<sup>nd</sup> Edition)***. The webinar series will run monthly from June through October, 2020. Authors Steve Andersen, Craig Jones and Todd Lenhart of PMI will take turns leading webinars throughout the series. Accomplished sales leaders from major brands will join each month, and Dave Schweizer of SAMA will host the series. All webinars will be recorded and available on demand.

PMI President and Founder Steve Andersen had this to say about the webinar series: “We are delighted to offer this webinar series with SAMA, where we will unpack each chapter of our new ebook, and give readers additional information surrounding key aspects of contemporary account management best practices. We are looking forward to an open forum with readers, where they will have opportunities to ask questions which are important to them specifically.”

To register or for more details about the webinar series, visit: <https://thankyou.strategicaccounts.org/keys-to-effective-strategic-account-planning-series/>



**About Performance Methods, Inc.** PMI provides consulting and training services to assist clients in the design, development, and deployment of value selling and strategic account planning and management solutions. PMI has engaged with many of the world's leading corporations and widely recognized for the innovation, strength and effectiveness of its contemporary suite of customized solutions. PMI partners with 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, as well as SAMA's Board of Directors. PMI has been recognized by TrainingIndustry.com as a “Top 20 Sales Training Company” each year since the award's inception (2008–2020). For more information, visit [www.performancemethods.com](http://www.performancemethods.com).

**About the Strategic Account Management Association** 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 managing national, global and strategic customer relationships, and to enabling members to co-create customer value and achieve competitive advantage, accordingly. With thousands of members across the globe, SAMA attracts the strategic customer management profession's most influential decision-makers. Over the past 55 years, the association has earned the reputation of being the SAM profession's knowledge leader, providing members with the resources, training and networking opportunities needed to succeed. For more information, visit [www.strategicaccounts.org](http://www.strategicaccounts.org).