



NEWS RELEASE

PMI Featured in Multiple Workshops at SAMA's Annual Conference, May 23-25, 2022 in New Orleans

Chicago, IL – March 16, 2022: Performance Methods, Inc. (PMI) will again be featured at the Strategic Account Management Association's Annual Conference, running May 23-25 in New Orleans, LA. The theme of this year's Conference is ***SAM AS THE GREAT DIFFERENTIATOR***. Steve Andersen, Craig Jones and Todd Lenhart will conduct sessions for Conference participants on topics including:

- **Planning to Grow: The Critical Elements of an Effective Account Growth Strategy**
 - PMI President & Founder Steve Andersen
- **Aligning Your Cross-Functional Account Team to Co-Create Customer Value**
 - PMI Managing Director Craig Jones will be joined by: Kim Balaski, Director Major Accounts Marketing & Operations, Zoetis Petcare and Lori McWain, Director Strategic Accounts, LP Building Solutions.
- **Benchmarking Your Account, Account Plan and Account Planning Process**
 - PMI President & Founder Steve Andersen and Managing Partner Todd Lenhart

PMI will be joined in these sessions by thought leaders from across the SAMA community of practice to discuss and answer questions about contemporary account planning and management best practices. Topics will include driving proactive account growth, co-creating customer value by optimizing cross-functional team performance, selling to existing customers, and building and leveraging your account value portfolio.

Steve Andersen, PMI President and Founder, had this to say about SAMA's upcoming Annual Conference: "The SAMA Annual Conference provides a unique opportunity for sales and account management thought leaders from across the globe to gather, network and discuss trends and best practices. PMI is delighted to take part in the Conference again this year and we look forward to seeing our clients, colleagues and friends in May in New Orleans."

About Performance Methods, Inc. Based in Atlanta, 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, 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 – 2022). For additional information, 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 55 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, visit www.strategicaccounts.org.