



NEWS RELEASE

PMI Featured in High-Impact Workshops at SAMA's Annual Conference, May 23-25, 2023 in San Diego

Chicago, IL – March 17, 2023: Performance Methods, Inc. (PMI) will again be featured at the Strategic Account Management Association's Annual Conference, running May 23-25 in San Diego, CA. The theme of this year's Conference is ***Evolving to Meet the Challenge in an Ever-Changing SAM Environment***. Steve Andersen, Craig Jones and Todd Lenhart will conduct sessions for Conference participants on topics including:

- **Pursuit of KAM Excellence: Evolving Your People, Process and Program**
 - PMI President & Founder Steve Andersen and Guest Panelists from Boehringer Ingelheim
- **Gaining and Leveraging Customer Momentum from Your Portfolio of Account Value**
 - PMI President & Founder Steve Andersen
- **Telling Your Account Story through Effective Executive Briefings**
 - PMI Managing Partner Todd Lenhart
- **Achieving Success in Today's Evolving Business Environment**
 - PMI Managing Director Craig Jones

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, including selling to existing customers, driving proactive account growth, co-creating customer value by optimizing cross-functional team performance, 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 San Diego."

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 – 2023). 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.