



NEWS RELEASE

PMI Selected for SAMA's Executive Symposium Series

Chicago, IL – September 14, 2021: Performance Methods, Inc. (PMI) was selected by SAMA to moderate their Corporate Member Executive Symposium titled **What Does Great SAM Look Like and How Does It Impact the Organization?** This gathering of SAMA members will focus on the characteristics of the most successful implementations of strategic, key and global account management within the SAMA community of practice, with facilitated discussion with SAMs and SAM Leaders that are driving significant value co-creation through the implementation of account planning and management best practices across their organizations. The symposium will be held on September 14, 2021 at 10 a.m. EDT, with Steve Andersen, Craig Jones and Todd Lenhart from PMI leading discussions on topics including:

- **What do the most effective SAMs do that distinguishes them from others, with their customers and with their account teams?**
- **What do the most effective SAM Managers and Program Heads do to coach and develop high levels of SAM performance?**
- **What is the impact of great SAM on the organizations that implement and sustain high-performing SAM programs?**
- **What is the value of great SAM and high-performing account managers and teams to their customers?**
- **What can you do to take your SAM program and account managers to the next level of effectiveness?**

PMI will be joined in the symposium by executive thought leaders from **Abbvie/Allergan Aesthetics, Boehringer Ingelheim, Premier, Inc. and LP Building Solutions**. Specific areas of emphasis will include how value co-discovery, co-creation and realization can drive customer loyalty and competitive advantage, as well as the importance of engaging cross-functional teams in the SAM process for greater alignment and relationship expansion with customer stakeholders.

Steve Andersen, PMI President and Founder, had this to say about SAMA's Executive Symposium Series: "SAMA has done a great job of listening to their members and continually providing them with contemporary solutions to optimize their strategic account management programs."

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 – 2021). 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.