



NEWS RELEASE

PMI Named 2024 Training Industry Top 20 Sales Training and Enablement Company

Cary, NC and Atlanta, GA – February 22, 2024: Training Industry announced that Performance Methods, Inc. was named to the 2024 Training Industry Top 20™ list of Sales Training and Enablement companies. Training Industry is the leading research and information resource for corporate learning leaders and prepares the Training Industry Top 20 and Training Industry Watch List reports on critical sectors of the training marketplace to better inform professionals about the best and most innovative providers of training services and technologies.

Training Industry cited the following criteria for selection to the 2024 Top 20™ Sales Training and Enablement Companies List:

- Breadth and quality of program and service offerings.
- Industry visibility, innovation and impact in the sales training market.
- Client and user representation.
- Business performance and growth.



“This year’s Top 20 Sales Training companies offered a breadth of sales training solutions for all types of sales roles and topics. These innovative organizations utilize learning technologies and an array of delivery options, such as sales enablement platforms or AI-enabled coaching, to fit the sales training needs of any organization,” said Jessica Schue, market research analyst at Training Industry, Inc. “Through research and innovation, these organizations keep their frameworks up-to-date, staying knowledgeable on new selling trends and how to achieve the best results.”

Steve Andersen, President and Founder of PMI commented: “Training Industry, continues to provide significant value to the sales performance community through meaningful and relevant insights, and perspectives regarding providers and their areas of specialty. The Training Industry team’s diligence in highlighting this information to the market is just one of the things that delights PMI to be included in the 2024 Sales Training and Enablement Top 20.”

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 active 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 and Enablement Company" each year since the award's inception (2008 – 2024). For additional information, visit <https://performancemethods.com/>.

About Training Industry, Inc.

"We make connections."TM Our company has a passion for making connections. We cultivate high-value conversations for select solution providers and with our highly engaged community of corporate learning and development leaders and decision-makers. These conversations benefit the entire training industry by surfacing challenges, sharing innovations and communicating rapidly evolving best practices.

Training Industry (<https://trainingindustry.com>) is the most trusted source of information on the business of learning. Our authority is built on deep ties with more than 450 expert contributors who share insights and actionable information with their peers. Training Industry's courses, live events, articles, magazine, webinars, podcast, research and reports generate more than 10 million industry interactions each year, while the Top 20 Training Companies Lists help business leaders find the right training partners. For a complimentary referral, visit <https://trainingindustry.com/rfp>.