

Thomas International Launches Study to Explore the Secrets of Sales Performance in the New Economy

Assessment provider seeks participation and input from organizations that employ business-to-business sales professionals in North America

TORONTO, Canada / March 24, 2010 – Thomas International announced its intent to team with progressive organizations in a study that will examine the characteristics and strategies of extreme sales performance.

Using proprietary assessments, Thomas will assess and survey both high performing business-to-business sales professionals and senior sales officers. Once the data collection phase of the study has concluded, participating senior sales officers will be provided with their company-specific sales success criteria, and then broader sales performance trends across Canada and the United States. These broader North American trends can be utilized by senior sales officers to benchmark their organization.

Sales professionals who take part in the study will receive their personal assessment results, providing them a foundation for self awareness and possible development opportunities to increase performance. Participation in Thomas' Sales Performance Study is complimentary and the findings will be released in July 2010.

“Sales professionals have spent the last year and a half in a barren business landscape. During this time high performers have applied innovation to their sales process, focused their daily activities, and developed a fresh skill-set to thrive in the new economy,” said Merle Ballaigues, president of Thomas International in North America. “We are interested in partnering with our clients and other progressive organizations to help them understand the specific characteristics and strategies that will lead to extreme sales performance in this new environment.”

For more information and to sign up, visit: www.thomascan.com/salesstudy

About Thomas International, Inc.

Thomas International is a global provider of objective management systems and work-based assessment tools. With over 25 years of experience, we enable organizations to recruit, retain, develop and manage their people effectively. Our experienced team of consultants and advisors support clients to achieve outcomes of reduced attrition, higher employee productivity and engagement, and more effective leadership – positively impacting the bottom line. For more information, visit <http://www.thomasus.com/>.

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