



## ***TTI in the News***

**FOR IMMEDIATE RELEASE**

### **Author praises Scottsdale business in Barnes & Noble bestseller**

SCOTTSDALE, Ariz. (May 19, 2004) – A Scottsdale-based business is earning accolades in a new book that has carved out a spot on Barnes & Noble’s online bestseller lists. *The New Science of Selling and Persuasion: How Great Companies and Great Salespeople Sell* praises Bill J. Bonnstetter, founder and president of Scottsdale’s Target Training International, for his research on job motivation and performance.

Author William T. Brooks writes that the TriMetrix™ System on which he and Bonnstetter collaborated can help businesses of all sizes recruit, hire and retain people who are best-suited to succeed in their roles. The system first evaluates a job and establishes benchmarks for the top values, behaviors and personal skills the successful candidate will need in order to perform well. It then screens potential candidates to determine the best match for the role.

“TriMetrix provides unparalleled, accurate data relative to compatibility between people and jobs,” Brooks writes. “It first benchmarks the job, then the people. Most organizations have it all wrong; they benchmark their top performers. The secret is to benchmark the job first.”

Within the first week of its release, *The New Science of Selling and Persuasion: How Great Companies and Great Salespeople Sell* (John Wiley & Sons, \$27.95) jumped ahead of *Good to Great* and *Trump -- How to Get Rich: Big Deals from the Star of The Apprentice* in online sales at book giant Barnes & Noble. Since then, Brooks’ latest book has found a place in the site’s overall top 100 sellers and among the top 20 business titles.

Brooks, a motivational and sales training speaker, has authored or co-authored more than 10 other books. His latest, though, is off to the strongest start of all thanks to a word-of-mouth marketing campaign that had buyers waiting for its release date. The book is loaded full of real-world experience in corporate training. Brooks has earned the praise of Microsoft, US Air Force recruiters, Bank One and BMW.

TTI Performance Systems, Ltd., is the North America subsidiary of Target Training International (TTI). Based in Scottsdale, Ariz., TTI is a leading developer and marketer of research-based, validated assessment tools to help businesses and organizations effectively meet their human resource needs. Its products, including the TriMetrix™ System and Managing for Success® assessment series, are used in more than 50 countries and available in 15 languages.

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