

Product Catalog

for HR / Training Professionals
JULY 2001

Whether your company is in a rapid growth phase or a restructuring mode, your employees are running a never-ending race to know more. Yet traditional on site classroom training programs have limitations. With more employees than ever working from home and others at remote locations - how can you train your workforce productively and cost effectively?

This edition offers more than 100 self-study programs and books from American Management Association (AMA) encompassing all areas of contemporary management including leadership and supervision, human resources, manufacturing, finance, sales and customer services.



"Please share this catalog with your colleagues and friends"

PEOPLE MANAGEMENT SERVICES LIMITED

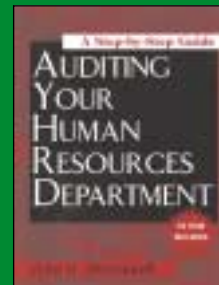
Your Business Partner to Improve Staff Performance and Productivity

- Audio
- Books
- Assessment
- "Do-it-yourself" workshops
- Software
- Games
- Posters
- Video

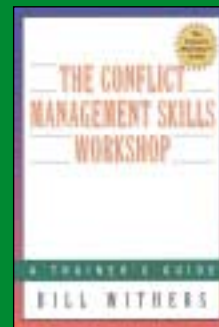
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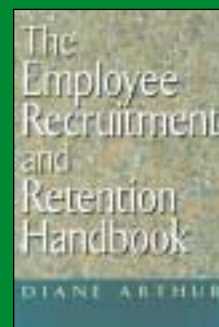
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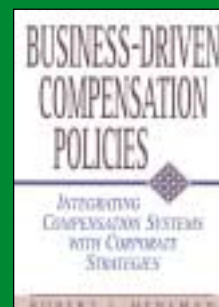
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Learning is Fast, Flexible, Effective. . .

The AMA Interactive Series brings together video, audio, animation, text, and graphics to make learning more immediate...dramatic...and memorable. CD-ROM's exciting multimedia technology transforms your computer into your personal classroom to let you:

- Decide what and when you want to learn
- Learn up to 70% faster
- Practice your new knowledge and skills in a safe, virtual setting
- Receive immediate feedback so you always know how well you're doing
- Retain as much as 50% more of what you learn



. . .and Affordable

Get the best training value for your dollar with Learning Center Licenses and Networkable Versions. With these multiple-learner options, you can:

- Give every trainee the same learning opportunities
- Guarantee training consistency throughout the organization
- Reduce training cost and time per employee
- Monitor and measure training activities
- Provide achievement recognition

Successful Leadership Version 1.1

Successful Leadership lets you experience the rewards and challenges of effective leadership as you evaluate and reshape your personal leadership style. You'll find out how to assess the leadership skills you already possess...determine which ones you need...and become an effective leader.

You'll learn how to:

- Identify critical leadership traits and behaviors in yourself and others
- Enhance your natural ability with proven leadership techniques
- Motivate, empower, and coach the people you lead
- Establish your credibility as a leader
- Distinguish between positional and personal power
- Communicate and implement your leadership vision
- Delegate tasks in an effective, fair, and equitable manner

Interactive Simulation

The interactive simulation gives you an opportunity to try out your newfound leadership skills in a real-world situation. You'll take the lead as you work to select a successor to the retiring sales manager of E.A.T.S. Manufacturers, Inc., a restaurant supply company.

Critical Thinking Techniques

Finding Better Solutions Version 1.0

This CD-ROM program shows you how to develop your critical thinking skills and apply them to solving even the most perplexing problems. Point by point it gives you a strong foundation of practical problem solving techniques based on critical thinking.

You'll learn how to:

- Practice preventive problem solving and problem sensing
- Apply critical thinking as part of continuous improvement
- Employ a variety of analytical tools to isolate the cause of a problem
- State problems correctly to gain a new perspective on solving them
- Use proven brainstorming and creative techniques to generate effective solutions
- Develop an action plan and map out tasks for implementation

Interactive Simulation

Use your new critical thinking skills to find out why sales have plummeted for a Florida air conditioner manufacturer.

Planning Strategies Version 1.1

You'll gain the skills to:

- Become an active participant in the planning process
- Integrate your ideas effectively into any planning team
- Apply the concepts, processes, techniques, and behavioral aspects of planning
- Maintain the critical link between operational and strategic planning

Planning Strategies guides you to a greater understanding of strategic planning so you can become a more involved participant in planning. The carefully developed learning path builds a solid foundation of strategic planning basics, enhances your comprehension, and increases your ability to contribute productively to the planning process.

You'll learn how to:

- Use a variety of proven planning tools and techniques
- Contribute to a successful strategic planning process
- Communicate effectively with other planning team members
- Access and use invaluable research and planning resources such as on-line informational databases

Interactive Simulation

The interactive simulation gives you realistic experience as you help put together a "turnaround" plan for Intermix, a \$2.5 billion computer systems integration firm that lost control of its planning function.



Fundamentals of Finance for Nonfinancial Managers Version 2.0

You'll learn how to:

- Understand three basic financial statements and the various accounting methods
- Differentiate between cash and accrual-based accounting
- Evaluate the financial health of an organization using the Balance Sheet
- Determine an organization's profitability using the Income Statement
- Identify an organization's sources and uses of cash using the Cash Flow Statement
- View financial statements from a management perspective

Interactive Simulation

After building a solid foundation of financial principles, you will prepare financial statements for the Stuffed Teddy Bear Manufacturing Company.

Cash Flow: Planning for Profit Version 1.0

You'll learn how to:

- Prepare and interpret a statement of cash flows
- Develop a fine-tuned cash-flow plan that suits your company's unique situation
- Investigate investment options and opportunities for cash surpluses

Project Management

Planning & Scheduling Version 2.0

You'll gain the skills to:

- Construct a Work Breakdown Structure (WBS) to define exactly what must be done
- Create a Resource Loading chart to identify the human skills required to complete the project
- Estimate and schedule the project using the Critical Path Method (CPM) and the Program Evaluation and Review Technique (PERT)
- Identify task dependency relationships using Task Network Charts

You'll learn how to:

- Scope out a project to determine quality, time, cost, and resource allocation
- Recruit team members with the necessary skills to refine and implement the project plan
- Guarantee "buy-in" and approval of your plan

Interactive Simulation

CD-ROM technology creates a dynamic interactive learning environment that lets you try out new tools and skills by working through each critical phase of project planning and scheduling.

How to Supervise in Today's Workplace

Version 1.1

To succeed and be effective, supervisors must understand their new role, be ready to confront daily challenges head-on, and above all, know how to nurture and coach employees. This CD-ROM program is packed with all the skills and techniques you'll need.

You'll learn how to:

- Communicate the values, goals, and purpose of the organization
- Accept and provide frequent and constructive verbal feedback
- Provide appropriate resources to enable your employees to fulfill job requirements
- Manage problem employees fairly but firmly to redirect their unacceptable behavior and improve performance

Championship Teams

Version 1.2

Championship Teams reveals the secrets to organizing and managing a true high-performance team. You'll discover the key characteristics that all high-performance teams possess, understand why team dynamics are so important, and learn why effective communication is crucial to the team's success.

You'll learn how to:

- Use a proven four-step process to organize the team
- Identify—and recruit to—effective, desirable individual behaviors
- Overcome unexpected barriers to building high-performance teams
- Recognize and manage the behaviors that undermine teamwork
- Help the team to communicate more effectively
- Manage the team's task dynamics using proven planning tools

Interactive Simulation

Through a realistic, interactive simulation, you'll build a high-performance team to position The Skeleton Crew, Inc., an iron manufacturing firm specializing in skyscraper steelwork, for success in the 21st century.

Time Management

Version 1.2

Time Management shows you how to make the most of your valuable time. You'll find out how to pinpoint and deal with the countless time-consuming distractions and interruptions that eat away at your day. Using a combination of common sense and proven time-saving techniques, you'll uncover whole blocks of time that you can put to use.

You'll learn how to:

- Set goals and establish priorities
- Work more effectively
- Delegate routine tasks
- Create your own personal time management plan

Step Up to Consultative Selling™

Version 1.1

This interactive multimedia program, based on Mack Hanan's best-selling book *Consultative Selling*, shows you how to make the switch from traditional features-and-benefits selling to selling the customer on the profit-building value of your product or service. You'll discover how to reach high-level customer decision-makers with Mack Hanan's unique Profit Improvement Proposals (PIP)™.

You'll learn how to:

- Build relationships through partnerships, rather than the "sell-and-bill" relationship of traditional selling
- Become a consultative seller and an integral part of your client's everyday business
- Sell the money-making and money-saving benefits of your products and services
- Develop sales strategies driven by customer profit objectives

Project Management Estimating

Scope, Timeline, Resources

Version 1.0

You'll gain the skills to:

- Accurately estimate cost, time, and resources for your projects
- Assign the right resources to the right tasks at the right time
- Monitor and adjust your estimates as you proceed

You'll learn how to:

- Schedule tasks around a critical path
- Get "buy-in" from team members and management
- Ensure that nothing is inadvertently left out
- Avoid unnecessary detail that requires additional time, resources, or cost
- Identify overlapping dependencies to save time

Interactive Simulation

CD-ROM technology brings these concepts and tools vividly to life, allowing you to quickly master them so you can directly apply them to estimate projects—both in case simulations and on the job.



Time and Territory Management

Creating Successful Strategies

Version 1.0

This CD-ROM course shows you a fast and easy way to organize all your moves into a fine art, so your undivided attention always goes to the right people at the right time. You'll gain the skills to achieve—or surpass—your sales goal with a proven territory management plan; get the most out of your first sales call to an existing account; use key words that communicate your competitive advantage; prepare reports that enhance your own planning and information; reduce stress to a minimum, and deal with it effectively.

You'll learn how to:

- Identify the 20% of your territory that will generate 80% of your sales
- Use existing customers as the best source of information about your territory
- Visit customers when it's convenient for them, not for you
- Assemble detailed customer profiles into an easy-access, portable format
- Maintain a healthy number of accounts at each level of the sales funnel

Interactive Simulation

You'll have the opportunity to assemble a complete arsenal of sales material and essential information, fully customized to a specific account, that can easily be stored in a laptop for easy access during a sales visit.



People Management Services Limited

Your Business Partner to Improve Staff Performance and Productivity

Sales Order Form

Billing Details (Please attach your business card or fill in the following)

Company: _____ Tel No.: _____
 Name: _____ Fax No.: _____
 Position: _____ Email: _____
 Address: _____

Delivery Details

Deliver to: Same as above (If difference from the order address, please state)

Delivery address: _____
 Contact person: _____ Tel No.: _____ Fax No.: _____

Order Details

Item No.	Product Code	Product title	Quantity	Unit Price	Amount
1					
2					
3					
4					
Grand Total					

Terms and conditions

1. The price includes door-to-door delivery to a Hong Kong address.
2. The order will be delivered in 4-6 weeks depending on inventory availability and shipping situation. Items on a single order may arrive separately.
3. The invoice will be issued at time of delivery and will be due payable 10 days from date of delivery.

After Completion

FAX : 2417 0253

EMAIL: sales@pmsbookshop.com

MAIL : Unit 1307, Hanson House, 796-802, Nathan Road, Hong Kong

Ordered By: _____

Chop & Authorized Signature

AMA Self-Study Programs are the #1 choice for employee training



AMA Self-Study is. . .

flexible

Choose from convenient self-study formats that let you study on your own time and at your own pace.

Print. AMA's time-tested, proven self-study print format facilitates self-paced learning in key management areas. You get in-depth knowledge plus the skills you need to stay on top of your field.

Audio. Portability, convenience, and maximum learning are built into every AMA audio-cassette/workbook program. You can listen to the audio-cassettes in your car, while jogging, during lunch hour—just about any place and any time you choose.

Self-study learning has become a practical training option in today's demanding, fast-changing workplace. It's your flexible, measurable and cost-effective way to train one employee or thousands of employees—anywhere, anytime. It ensures consistent, across-the-board training without the expense of time away from the job or travel.

AMA Self-Study Courses are also extremely well-suited for classroom-style training. Each course is complete with exercises, chapter reviews, and testing components that lend themselves equally to work in class or at home.

CD-ROM. This exciting interactive format brings together video, audio, animation, text, and graphics to make learning immediate...dramatic...and memorable. You'll learn faster and retain more of what you learn.

measurable

Measure your knowledge with a variety of testing components, such as pre-tests, post-tests, case studies, and simulations.

cost-effective

Reduce costs by eliminating travel and entertainment and time out of the office.

How to Manage Conflict in the Organization

How to Manage Conflict in the Organization equips you with the strategies, tactics, and insights you need to gain control of tough conflict situations. You'll discover how to spot potential interpersonal conflicts—and defuse them before they flare up. You'll understand how, when, where, and why to apply the five favored conflict-resolution approaches, and you'll develop the insight and intuition you need to make them work.

You'll learn how to:

- Transform conflict into a positive, productive force
- Respond to on-the-job conflicts quickly and effectively
- Get beyond immediate tensions and disagreements to the root causes of any interpersonal conflict

Course Objective: Learn to identify potential conflicts and apply five conflict resolution strategies to defuse them.

Managing and Achieving Organizational Goals

This self-study course is a hands-on guide to both setting and re-defining goals, as well as a nuts-and-bolts planning resource for achieving those goals.

You'll learn how to:

- Implement five proven goal-setting criteria to increase your chances for success
- Develop a credible selling strategy to facilitate a wider buy-in of each goal
- Create an action plan to carry out the goals' accomplishments
- Track goals to make certain they accomplish objectives on time
- Troubleshoot and rescue goals that have gotten off track

Course Objective: Learn to set and achieve department or work unit goals that drive the organizational mission.

A Manager's Guide to Human Behavior

Fourth Edition

A Manager's Guide to Human Behavior shows you how to inspire employees to higher performance...maximize your positive impact on others...develop more productive working relationships...establish rapport and mutual trust...give and receive performance feedback...and really understand people's needs.

You'll learn how to:

- Interact successfully with others
- Motivate your employees and co-workers to excel
- Communicate in sensitive, nonthreatening ways
- Conduct performance reviews that help you identify problem areas, resolve conflicts, and promote improvement
- Manage change in a positive, productive way

Course Objective: Develop skills to interact successfully with others and motivate employees and coworkers.

Getting More Done Through Delegation

Second Edition

Getting More Done Through Delegation shows you when and what to delegate to whom, so you'll have more time to manage—and you and your employees will have the opportunity to take on more challenging tasks.

You'll learn how to:

- Create a positive climate for delegating by fostering a spirit of cooperation and trust
- Give employees the authority and responsibility they need to get the job done
- Avoid common mistakes of delegation, including reverse delegation
- Identify which types of tasks and responsibilities should be delegated and which ones shouldn't

Course Objective: Develop skills to identify when and what to delegate, to whom, and learn how to oversee delegated tasks.

How to Delegate Effectively

How to Delegate Effectively will change your management thinking forever by helping you make that difficult transition from doer to leader. You'll understand that to take on more managerial and planning responsibilities, you must be able to let go of many of the day-to-day tasks you're still handling yourself. But, even more important, you'll learn how to delegate these tasks and responsibilities in a way that ensures success.

You'll learn how to:

- Use the five cardinal rules of delegating that guarantee success
- Decide what to delegate and how to do it successfully
- Utilize incentives to sustain employee motivation for completing delegated tasks
- Match delegated tasks with abilities
- Avoid "reverse" delegation

Course Objective: Learn how to take on managerial and planning responsibilities through delegation. Identify types of tasks suitable for delegation.

How to Plan and Run Productive Meetings

How to Plan and Run Productive Meetings equips you with concrete organizing, planning, and communication skills that will help you turn a mediocre meeting into a meeting that really gets results.

You'll learn how to:

- Capture everyone's attention—even if your subject is technical in nature
- Use subtle, but effective, strategies for dealing with such difficult people as the Dominator, the Interrupter, and Silent Sam
- Keep discussions on the right track
- Run a sales meeting that will boost your salespeople's morale and leave them with a can-do attitude

Course Objective: Employ organizing, planning, and communication strategies to run results-oriented meetings.

Leadership Skills for Managers

Third Edition

Managing in today's dynamic, diverse workplace demands a new style of leadership. New leaders must be visionaries, change agents, coaches, and empowerers. This course outlines the skills necessary to fulfill this challenging, changing, and rewarding leadership role.

You'll learn how to:

- Project a flexible, sensitive leadership style that acknowledges people as individuals
- Coach others to peak performance
- Mold a diverse workforce into a cohesive, productive team
- Empower and motivate employees to peak performance by responding to human needs sensitively and flexibly
- Manage change in a positive, proactive way by clearly communicating your expectations, objectives, and goals for your group and its individuals
- Lead a diverse workforce with a leadership style that works for you and your company

Course Objective: Develop leadership skills using empowerment and coaching relationships. Learn to manage change and diversity to create a productive group.



Listen and Be Listened To Third Edition

Now you can learn the listening skills you weren't taught in school, with Listen and Be Listened To. This program's unbeatable combination of four one-hour tapes and step-by-step workbook gives you specific solutions to real-life management problems and the expert listening techniques you need to succeed.

You'll learn how to:

- Listen with all your senses—and pick up the feelings and messages behind the words
- Discriminate between the various nonverbal cues you receive—and send—in every face-to-face communication
- Overcome the barriers to good listening: distractions, personal perceptions, and language problems
- Focus on the content of the messages you hear, not the delivery
- Improve your memory so you can retain important facts

Course Objective: Improve listening skills using active, critical, and responsive listening techniques.

Interpersonal Negotiations

Breaking Down the Barriers

You'll learn how to:

- Recognize and understand your own needs and those of the other person
- Assess the other person's behavioral and emotional responses
- Encourage mutual understanding and acceptance so both sides walk away satisfied
- Acknowledge your own and the other person's perceptions and beliefs
- Avoid getting mired in the process
- Be creative and persistent to address and resolve blocks to successful negotiation

Course Objective: Employ a negotiation framework that encourages a positive outcome for both parties.

Successful Negotiating

You'll learn how to:

- Plan a realistic course of action based on sound preparation and an objective appraisal of resources
- Keep the negotiation process open to reasonableness and flexibility at all times
- Draw on your skills, experience, and self-discipline to keep the process moving in the direction you want
- Sway an opponent with timing and association techniques
- Identify an opponent's real but often hidden needs
- Use questions to control the thrust of a discussion
- Employ proven strategies like the "missing man," "straw issues," and "walkout" ploys

Course Objective: Develop skills to influence the outcome of negotiations using pre-negotiation planning and conversational techniques. Understand the four components of any negotiation.

Interpersonal Communication Skills in the Workplace

Interpersonal Communication Skills in the Workplace is designed to help you build and enhance your communication skills—active listening, giving and receiving criticism, dealing with different personality types, and nonverbal communication. It explains basic communication theory as it applies to the workplace, and offers "real-life" scenarios that demonstrate the use of effective interpersonal communication.

You'll learn how to:

- Identify personal barriers to effective communication and develop strategies to overcome them
- Give and receive workplace criticism constructively
- Use body language techniques to reinforce the meaning of what you say
- Understand and communicate more effectively with different types of people

Course Objective: Develop and enhance communication skills using listening techniques, conversation, and nonverbal strategies.

Smart Talk:

The Art of Savvy Business Conversation

Smart Talk: The Art of Savvy Business Conversation will enable you to improve your verbal communication skills by showing you what to say, how to say it, and when and where to say it. With numerous exercises, checklists, and guidelines to help you, you'll quickly learn to talk your way to the top.

You'll learn how to:

- Evaluate your personal speaking strengths and weaknesses
- Improve both the sound of your voice and your choice of words
- Say "Yes," "No," or "Maybe" responsibly when requests are made of you
- Offer constructive and considerate criticism to others and respond effectively to criticism you receive

Course Objective: Improve verbal communication skills by learning to evaluate strengths and weaknesses, respond to requests, and deal with criticism.

Getting Up to Speak

You'll find out how to overcome the all-too-common fear of public speaking that hinders so many careers, and become the public speaker you always knew you could be...engaging...dynamic...persuasive.

You'll learn how to:

- Organize your ideas into attention-getting, convincing presentations
- Conquer your fear and dread of public speaking by following 10 simple rules
- Grab your audience's attention at the beginning of your speech—and hold it until the end
- Use gestures and body language to make your message come alive
- Stay in control of your question-and-answer period

Course Objective: Overcome fear of speaking using organization and presentation techniques.



Presentation Success

How to Plan, Prepare, and Deliver Effective Presentations

No more boring presentations! Presentation Success gives you what it takes to succeed—spectacularly—when you stand up to impress an audience.

Packed with easy-to-use worksheets, strategies, and tips, this self-paced course delivers success. It helps you overcome "presentation fear" and makes it easy to plan, prepare, and deliver the kind of presentations that make people sit up and take notice.

You'll discover the best ways to prepare your opening, write smooth transitions, plan your Q&A session, and troubleshoot potential problem areas. You'll learn how to use body language, communicate clearly, gain and hold attention, listen effectively, and elicit valuable feedback. Eye-opening self-evaluation exercises enable you to pull the pieces together and practice the skills you need to be a resounding success. You can use the handy resource section to access timely books, websites, and media tools to continue your learning.

You'll learn how to:

- Evaluate what your audience already knows, needs to know, and wants to know
- Organize information so points are followed and understood as they are presented
- Avoid "overloading" the audience
- Carefully prepare and use visual and other aids
- Reduce and control your anxiety and nervousness

Course Objective: Employ a step-by-step approach to preparing presentations. Master techniques to overcome obstacles in delivering successful presentations.



Telephone Selling

A Consultative Approach

Wouldn't you like to close more sales and know your customers actually trust you? Telephone Selling: A Consultative Approach shows you how to make this happen in every call you make. It helps you to convince your customers to buy from you—not from your competitors—every time.



Now you can rack up both new and repeat sales with the interactive telephone skills that secure customer relationships—even when you've got just one call to get the sale. With this power-packed audiocassette/workbook course, you'll quickly learn how to transmit trust and confidence, empathize with the customer, uncover each customer's true needs, and offer irresistible, value-added reasons to buy.

Challenging workbook exercises reinforce the audio instruction with self-evaluation tools, so you can develop and use your own successful consultative approach. These proven techniques will enable you to respond persuasively to any objection—and make each closing the beginning of a profitable sales relationship.

You'll learn how to:

- Get beyond the "protective layers" that block communication
- Tailor your presentation to the customer's needs and offer value-added solutions
- Mirror your customer's communication style
- Get your customers to feel they want to do business with you and your company
- Build a personal action plan to continuously maximize performance

Course Objective: Close more sales by developing telephone selling techniques that build customer relationships based on understanding of customer needs and value-added solutions.



How to Sharpen Your Business Writing Skills

You'll update your writing skills and excel in today's e-writing environment with the tools offered in this timely self-study. Packed with guidance attuned to current business writing and presentation challenges, this course features special strategies to speed online research and guidelines for creating safe and savvy e-mail.

Through interactive, self-directed exercises, you'll acquire the techniques that professional writers use to research, draft, compose, and edit their work. Examples and checklists will keep you on track as you practice writing better letters, memos, proposals, reports, and e-mail (with its own rules and etiquette).

If you struggle to find the words and tone appropriate for given situations, you'll appreciate the advice on selecting language that works. There's also plenty of help with those nagging questions about grammar and punctuation.

Once you've completed this course, your writing will be more effective, polished, and direct. It will distinguish you and help you move ahead, whether you're an administrative assistant or company officer.

You'll learn how to:

- Identify your audience
- Organize your material
- Write clearly and effectively
- Master the steps of editing and rewriting
- Conduct online research thoroughly and quickly
- Compose e-mail that communicates your message efficiently
- Avoid common pitfalls of electronic communications
- Use writing to eliminate misunderstandings

Course Objective: Employ techniques to research, draft, compose, and edit professional documents. Follow guidelines for writing appropriate and effective e-mail and learn to conduct on-line research.



Performance Appraisals:

How to Achieve Top Results

Understand what the performance appraisal process is all about, and how it can make the difference between success and failure for both the individual and the organization.

You'll learn how to:

- Evaluate actual on-the-job performance against the performance objectives
- Help employees achieve performance or career objectives
- Provide positive, constructive performance feedback and counseling
- Comply with the legal aspects of performance appraisal

The following is a sample of the customizable forms and exhibits featured on the Enhanced Template disk:

- Narrative Job Description Approach to Job Analysis
- Competency-Based Description
- Behaviorally Anchored Rating Scale (BARS)
- Three Parts of a Performance Improvement Agreement (PIA)
- Employee Performance Review and Appraisal Form/Professional Development Plan
- Activity Statements

Course Objective: Develop skills to use performance appraisals to improve individual performance and correct behavior. Understand the mechanics of legally sound performance appraisals.

How to Lead Successful Project Teams

You'll learn how to:

- Inspire commitment and contribution from each team member
- Identify and foster the eight characteristics of the high-performance team
- Align personal hopes with the team goal
- Defuse the politics and personal agendas that destroy trust and team effectiveness

Course Objective: Develop skills and techniques needed to gain team commitment and accomplish team goals.

Effective Team Building Second Edition

You'll learn how to:

- Get your team off to the best possible start by choosing the most appropriate people
- Exercise proven leadership tactics
- Improve communication between you and your team members and among the team members
- Empower team members to take personal responsibility for achieving team goals
- Manage internal conflict, change, and competition

Course Objective: Master strategies to assemble effective teams and maximize team relations.

How to Be an Effective Facilitator

Designed for general managers whose time is at a premium, the course presents a six-step process and tools that you can apply in any situation — whether you're facilitating a short-term problem-solving session or a multi-year strategic planning project.

You'll learn how to:

- Build commitment and foster a "we" approach
- Develop effective, time-saving agendas
- Deal with equipment and logistics, such as room setup and flip-chart techniques
- Understand different types of questioning techniques
- Become an active listener
- Give better feedback
- Use tools such as brainstorming and storyboarding
- Avoid "groupthink"

Course Objective: Teach managers to understand the role of the facilitator in group, team, and individual settings and develop skills to facilitate short and long-term projects.

How to Make Teams Work

This course presents team-building techniques in a changing business environment. As a team leader, you'll also understand what's expected of you and why teamwork is so essential to quality improvement and reengineering efforts.

You'll learn how to:

- Lead your team to success by applying the principles of the Team Triangle—training, communication, and trust
- Address the five life-sustaining needs of every team
- Nurture an atmosphere of trust among team members
- Empower your team with a shared sense of purpose and the ability and authority to act

Course Objective: Understand the role of the team leader and how to integrate teams using training, communication, and trust practices.

Personal Strategies for Managing Stress

Second Edition

Personal Strategies for Managing Stress shows you how to deal with the stress that is inevitable at work, at home, in all environments, then turn it to your advantage. This course helps you respond productively to virtually all problems and challenges, without getting "stressed out."

You'll learn how to:

- Recognize the symptoms and identify the different types of stress
- Measure your own personal and professional stress levels
- Apply the proven stress-reduction techniques that work best for you
- Implement a long-term personal stress management plan

Course Objective: Identify and recognize different types of stress and utilize techniques to manage problems and challenges without stress.



How to Be an Effective Supervisor

Third Edition

Four one-hour cassette lessons and accompanying workbook exercises show you the ins and outs of communication, planning, problem solving, and time management—the bedrock of successful supervision. You'll also learn the specifics of the planning process...selecting the right employee for the right job...conducting one-on-one training sessions...setting realistic job goals...boosting personal productivity...and handling a range of problems you're sure to run into while managing others.

You'll learn how to:

- Hire competent and compatible employees and train them quickly and efficiently
- Set realistic and attainable performance objectives—and hold to them consistently
- Solve performance problems in a timely, logical fashion
- Develop a leadership style and work environment that encourages open, honest communication
- Analyze the way you currently spend your time—and take steps to manage time more effectively

Course Objective: Develop skills to supervise employees using planning, problem solving, and time management techniques.

Coaching for Top Performance

You'll learn how to:

- Improve your coaching skills so your staff, both individually and as a team, can improve their performance as well
- Define and communicate performance goals using S.M.A.R.T. criteria—Specific, Measurable, Attainable, Relevant, and Time-Trackable

The following is a sample of the customizable forms and exhibits featured on the Enhanced Template disk:

- A Decision-Making Grid for Assessing Possible Coaching Situations
- Measuring a Performance Area on the Basis of Frequency
- Time Log
- Documenting the Quality and Quantity of an Employee's Work
- A Worksheet to Determine a Position's Priorities
- Worksheet for Performance Improvement Plan, Steps 1 through 5

Course Objective: Develop skills to coach employees to improve performance and correct behavior.



Assertiveness for Career and Personal Success Third Edition

Expressing your honest thoughts and feelings to others, and asking for—and getting—others to respect your basic rights and needs, is not always easy. This will help you build on your existing strengths and improve your overall ability to assert yourself in responsible, appropriate ways.

You'll learn how to:

- Recognize and avoid seven self-defeating, non-assertive roles
- Manage others without being aggressive or manipulative
- Respond to other people's needs without giving up your own
- Say "no" to unfair demands
- Resolve conflicts and deal with aggressiveness in others
- Enhance your self-image and your on-the-job authority

Course Objective: Understand techniques for managing others while maintaining mutual respect. Recognize and avoid self-defeating behaviors.

Practical Problem-Solving Skills in the Workplace

With the increasing emphasis on initiative in the workplace, it's essential that you know how to recognize, define, and analyze problems and then develop workable solutions to correct them. This course provides the skills you need.

You'll learn how to:

- Evaluate your own problem-solving strengths and weaknesses
- Use problem-solving skills to identify and resolve work-related problems and improve your job performance
- Track the steps you need to solve work-related problems with the Problem-Solving Tree

Course Objective: Develop skills to recognize, define, analyze, and solve problems in the workplace.

Career Development in the Changing Workplace

This course will show you how to take charge of your career. You'll learn how to create a career plan that identifies the steps you must take to meet your career goals. You'll find out why it's absolutely essential to keep your plan up-to-date.

You'll learn how to:

- Develop a career plan to help you achieve both personal and career goals
- Match your professional assets to company needs and career opportunities
- Deal with the change mandated by today's work environment

Course Objective: Understand how to create a career plan that matches skills to career opportunities. Learn to deal with change effectively.

Developing Basic Job Skills in the Workplace

Developing Basic Job Skills in the Workplace focuses on key performance areas—basic work habits, organizational fit, verbal communication, written communication, and working effectively with others—to increase personal proficiency. This unique course details the key skills needed to achieve greater effectiveness and the recognition that goes with it.

You'll learn how to:

- Acquire and strengthen the critical skills employers look for in their staff
- Improve your verbal and written communication skills
- Enhance your ability to work effectively with others

Course Objective: Understand the five key performance areas and develop skills to increase personal proficiency.

Beyond the Basics

Intermediate Finance and Accounting for Nonfinancial Managers

You'll learn how to:

- Make informed management decisions from a financial point of view
- Examine the performance of your department or product line so you can establish realistic bottom-line goals
- Use cost accounting methods to help you optimize your profit planning and strategic planning
- Apply your financial knowledge to gain support for new plans, products, projects, or purchases
- See the real importance of budgets—and how they relate to the goals of your own department and organization
- Prepare on-target sales, production, and cash budgets

Course Objective: Build on existing financial and accounting skills to make informed managerial decisions from a financial perspective.

Compensation

How to Develop Effective Reward Programs

This course will give you a solid, fundamental understanding of the field of compensation and serve as a primary resource as you implement new programs or improve existing ones.

You'll learn how to:

- Determine and maintain pay levels that will attract, retain, and motivate
- Develop compensation policy guidelines that reflect the company's values and culture
- Meet the seven basic objectives when implementing an effective compensation plan
- Integrate performance, productivity and business results into the compensation process
- Adjust compensation plans to address a company's changing needs

Course Objective: Gain information and skills needed to implement new or improve existing compensation programs.



How to Plan and Conduct Productive Performance Appraisals

This course shows you how to set realistic performance objectives... conduct effective appraisal interviews... give and receive feedback... analyze individual performance and write results-oriented job descriptions... identify employee training and development needs ... involve employees in the appraisal process... and handle difficult performance appraisals.

You'll learn how to:

- Motivate employees to improve their performance and productivity through improved two-way communications
- Plan, review, and appraise performance fairly and effectively
- Work with difficult employees to improve job performance

Course Objective: Learn to motivate employees by setting realistic performance objectives, conducting effective appraisal interviews, and identifying training and development needs to improve performance.



How to Recognize and Reward Employees

This course reveals how recognizing and rewarding employees can increase productivity, pride, and commitment—and fit the goals of your organization. This timely audio-cassette workbook program will enable you to understand and apply an effective system of recognition and rewards.

You'll learn how to:

- Plan for and develop a reward system
- Structure a reward program to fit varying employee needs
- Maximize the factors that lead to peak performance
- Dispel "old-fashioned" workplace beliefs that may hinder development of an effective reward system
- Create a rewarding workplace
- Apply "new pay" approaches versus "old pay" ideas
- Evaluate the success of the reward system

Course Objective: Develop skills needed to implement a system of recognition and rewards to increase employee productivity and commitment.

Developing an Employee Orientation and Training Program

You'll learn the secrets that will make your orientation program one that keeps employee enthusiasm and participation high. You'll also get practical tips, techniques, and information to develop a training program that picks up where your orientation leaves off. Bottom line? Reduced turnover, increased morale and greater return on your training investment.

You'll learn how to:

- Determine the true cost of recruiting, hiring, and orienting employees in your company
- Reduce employee turnover resulting from poor orientation or training
- Evaluate your current orientation program and identify areas that need improvement
- Design an employee handbook that new hires will really use
- Pinpoint your company's training needs

Course Objective: Understand how to create an employee orientation and training program that reduces turnover, increases morale, and improves return on training investment.

Available with Plan Writer software
for Windows & Windows 98!

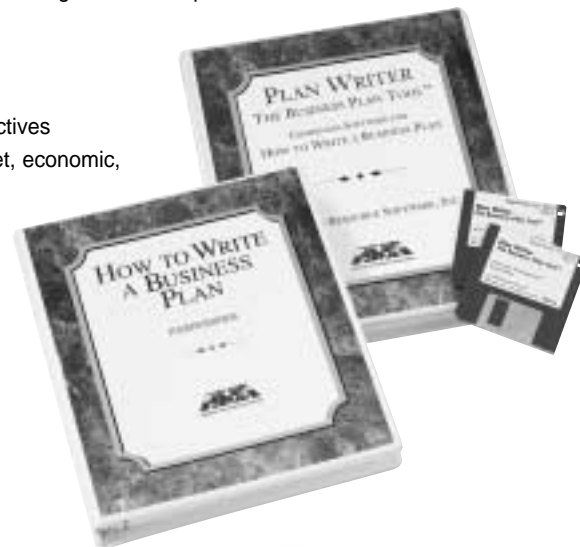
How to Write a Business Plan Fourth Edition

This best-selling AMA self-study course has been updated to include crucial information on diagnosing and measuring customer satisfaction. *How to Write a Business Plan* not only puts all the facts and planning formats you need right at your fingertips, but also gives you the latest thinking on effective business planning. It shows you how to organize and implement the planning process from beginning to end and translate your plan into action.

You'll learn how to:

- Evaluate your company's capabilities, strengths, and weaknesses
- Set realistic production/service, revenue, and overall operating goals and objectives
- Pinpoint the crucial elements of your competitive environment, including market, economic, and technological factors
- Develop and coordinate strategies that strengthen your company's production, marketing, research and development, organization and management, and financial systems
- Write the actual planning document and implement it to guide your company to greater productivity and profits
- Identify and integrate customer requirements into your plan
- Obtain the capital you need to grow

Course Objective: Organize and implement the planning process. Analyze the strengths, weaknesses, and opportunities in your organization. Produce a professional-quality business plan.



Speed up and simplify development of
your business plan with:

Plan Writer

The Business Plan Tool™

Plan Writer, The Business Plan Tool is a powerful integrated software program for Windows™ applications designed specifically for use with *How to Write a Business Plan*. *Plan Writer* comes with everything you need to create and produce a professional-quality business plan as you work through the course.

Plan Writer includes:

- Powerful word processor with spelling checker
- Fully-integrated spreadsheet with models for all financials
- High quality chart/graph generator
- Business plan outline/template
- Comprehensive on-screen help
- On-screen glossary of business terms and concepts
- 150+ page reference manual

Requirements: *How to Write a Business Plan, 4th Edition* • Windows 3.1 or higher • 4 MB of RAM • 4 MB on hard disk

Windows is a trademark of Microsoft Corporation, Redmond, Washington.

Plan Writer is a product of Business Resource Software, Inc., Austin, Texas.



How to Write a Marketing Plan Third Edition

You can arrive at a workable marketing plan by luck, or by trial and error—or you can jump start the process with this time-tested self-study that will show you how to turn your ideas into strategies and your plan into a success story.

The focus here is on planning. As a marketing planner, what key factors should you consider? And what should you know about analyzing information once it's collected? The course guides you through the process, starting with the crucial links between the marketing plan and the corporation's overall business strategy. You will learn new methods for taking stock of key environmental factors—economic trends, technological changes, competitors' moves—and for analyzing the market with an eye toward accurate sales forecasting.

This course will also help you sharpen your product and pricing strategies. It gives you a new context in which to review your sales program and distribution systems. Once you've completed the course work and reviewed the case study, your marketing plans will almost write themselves.

You'll learn how to:

- Distinguish marketing plans from business plans
- Relate corporate strategy to marketing strategy
- Overcome poor data, lack of consensus, and other planning obstacles
- Implement a six-step marketing planning process
- Get a handle on trends that affect your market
- Measure your market potential
- Apply strategies such as market segmentation and positioning
- Launch new products more effectively
- Price your product or service correctly
- Manage the promotional mix
- Improve your sales and distribution channels
- Write your plan and put it into action

Course Objective: Gain the information and skills needed to write a marketing plan by focusing on planning, analysis of environmental and market factors, and study of sales and distribution programs.



Available with Plan
Writer software
for Windows &
Windows 98!

Fundamentals of Marketing Third Edition

You'll gain the skills to:

- Integrate advertising, sales promotions, and public relations into your overall marketing strategy
- Apply the four P's of marketing—Product, Price, Place, and Promotion—to your company's needs
- competitive edge in the marketplace
- Market and sell your products and services—at a profit

You'll learn how to:

- Employ advanced market research techniques to gather critical marketing data
- Target market segments and identify buyer behavior
- Set prices for your products or services to maximize profits
- Evaluate and adjust your existing distribution channels to capitalize on marketing conditions

Course Objective: Understand fundamental skills, principles, and techniques of marketing. Understand the role of ethics, technology, and global issues to manage the marketing process.

Competitive Strategies

How to Develop Marketing Strategies and Tactics

You'll learn how to:

- Target market segments on the basis of product types and benefits, consumer buying patterns and behaviors, demographic and psychographic characteristics, and company resources
- Create the most effective promotion mix for your products
- Choose the best distribution channels for your company

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1. A Bird's Eye View of Marketing
2. Making Marketing Decision-Making Strategic
3. Segmentation and Positioning for Effective Marketing Strategies
4. Making Strategic Product Decisions
5. Making Strategic Channel Decisions
6. Making Strategic Promotion Decisions
7. Making Strategic Pricing Decisions
8. Strategies for Leaders, Followers, and Nichers

Course Objective: Develop marketing strategies and tactics to improve a company's competitive position.

How to Manage Your Priorities

This course can't stretch the day to 36 hours, but it *will* help you determine what's really important and what can wait. And it will show you how to carve more time out of each and every day.

First, you'll analyze why you're having trouble keeping up. Then you'll learn how to gain some breathing room, as you discover new solutions to working more efficiently. Easy-to-use computer templates let you develop your own system and put it to work immediately.

Once you're successfully handling your priorities, the quality of your work will improve and you'll get along better with everyone you encounter in the course of the day. Higher productivity and reduced stress are the payoffs. And they're easier to achieve than you think.

You'll learn how to:

- Take control of your workload
- Figure out what's overwhelming you
- Apply a simple prioritizing system
- Focus on outcomes
- Deal with deadlines
- Distinguish "good" from "good enough"
- Search for shortcuts
- Delegate work when possible
- Schedule more efficiently
- Prepare for problems in advance

Successful Project Management

You'll gain the skills to:

- Set measurable project objectives and develop a practical plan to achieve them
- Estimate project costs with a high degree of confidence
- Perform a cost/benefit analysis
- Manage relationships effectively and productively among all project stakeholders

Now you can master the skills and techniques you need to bring projects in on schedule and under budget.

You'll learn how to:

- Use a Work Breakdown Structure to scope out projects
- Allocate resources effectively using resource loading and leveling charts
- Use project management software—Microsoft Project for Windows and TimeLine (DOS)

Course Objective: Develop skills to manage projects using planning, tracking, monitoring, and control techniques.

Now includes 16 easy-to-use templates on disk

Taking Control with Time Management

Fourth Edition

You can't stop the clock, but you can invest a few hours in this course and gain time management habits that will last a lifetime. First, you'll conduct a self-audit that uncovers problem areas and misjudgments about where your time goes. Then you'll set up a planning system that suits your style. Next comes an energetic plan of attack on external time wasters, such as endless meetings and mounting paperwork, as well as internal black holes like clutter and procrastination. An accompanying disk lets you customize your own time-saving charts and checklists.

You'll learn how to:

- Regard time as your ally, not your enemy
- Keep a meaningful time log
- Pinpoint your biggest time wasters
- Set goals that streamline your schedule
- Make "to do" lists that work
- Set priorities
- Get out from under piles of e-mail
- Turn meetings to your advantage
- Cut through the clutter on your desk
- Overcome your reluctance to delegate
- Say "no" and be respected for it
- Apply special systems such as 3-V (for goalsetting) and CALM (for management under crisis)

Course Objective: Develop a system for managing time by using a self-audit, personal planner, and plan of action. Develop skills to use delegation in traditional work settings as well as team-based environments.

Finance and Accounting for Project Management

You'll learn how to:

- Determine which projects should get the go-ahead and which should be shelved
- Understand and prepare basic accounting documents
- Solve Time Value of Money (TVOM) problems

Course Objective: Understand how to determine viability of projects and prepare basic accounting documents.

How to Develop the Strategic Plan

Third Edition

Here is everything you need to develop a top-notch strategic plan. This edition goes beyond the traditional concepts of planning and shows you how to prepare plans that combine strategy with competitive intelligence. The resulting plan will dramatically increase your company's odds for long-term success and profitability.

You'll learn how to:

- Identify and prioritize key strategic issues
- Develop and evaluate alternative strategies
- Implement the strategic plan while maintaining a constant exchange of information throughout the organization
- Develop a mission statement that strengthens and clarifies your plan
- Reduce costs by reducing risks
- Analyze how the external environment affects your company's financial health
- Win commitment to your plans at all levels of your organization

Course Objective: Employ techniques to identify and prioritize key issues, develop strategies, and implement the strategic plan. Understand how to gain commitment throughout the organization.



Strategic Planning

This audio-cassette/workbook program shows you how to put together a strategic plan that will not only prepare your company for the future but will also establish corporate direction, focus action, increase motivation, reduce costs, heighten communication, and foster creativity. Through the plan, all your employees will know what part they play in reaching your company's objectives to create an atmosphere of commitment and a spirit of teamwork.

You'll learn how to:

- Merge all the plan's critical elements—corporate finances, situation analyses, mission statements, task assignments, implementation guidelines, control systems, and contingencies—into a simple, flexible, and credible strategic plan
- Anticipate potential pitfalls throughout the planning process
- Customize the planning process, write a planning document, and implement a strategic plan
- Write a strong mission statement for your organization
- Perform a situation analysis of your company's current position as well as an industry analysis, a survey of competitors, and an economic analysis
- Develop long-term objectives and specific strategies and tactics to meet those objectives
- Monitor, control, and adapt your strategic plan

Course Objective: Understand the steps required and elements needed to develop and implement a comprehensive strategic plan.



Product Catalog Request

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First Level Leadership

Supervising in the New Organization

Building and sustaining a competitive advantage in today's organization requires leadership at all levels, not just at the top. And it is at the first management level—where the “big picture” vision is transformed into day-to-day meaning—that the most critical leadership needs must be met.

For the supervisor or manager who is suddenly expected to initiate action and guide employees, this course is the ideal resource. With easy-to-learn techniques and procedures, it shows you how to manage the new workforce, influence others, build strong teams, and manage change. You'll quickly develop and implement the attitudes, skills, and behaviors you need to lead and prosper in your organization.

You'll learn how to view your job as one of “organizational stewardship” that will inspire others to achieve better quality, responsiveness, and commitment. And you'll see how your new role will ensure the resilience and accountability your organization needs to sustain competitiveness.

Assessments, activities, and case studies enable you to test and measure your progress as you work through the course.

You'll learn how to:

- Make a successful transition from first-line supervisor to first-level leader
- Work as an effective coach, mentor, and team leader
- Inspire your team to achieve better quality, responsiveness, and commitment
- Generate high quality, innovative ideas and select the best ones
- Resolve conflict and manage change
- Establish key performance criteria and performance measures
- Translate the organization's strategy into winning results



First-Line Supervision

Join the thousands of supervisors who have learned the ropes with this classic self-paced course on mastering supervisory skills. Now completely revised and updated, *First-Line Supervision* gives you all the confidence and know-how you need to achieve and maintain supervisory success in the contemporary workplace.

Filled with expert information on all the basics of the job—from managing time and stress to motivating and counseling employees—*First Line Supervision* is light on business-school jargon and heavy on real-world guidance. Using self-assessments, action plans and relevant work examples, it shows you exactly how to apply crucial supervisory skills in your own workplace.

With *First-Line Supervision* you'll discover the best ways to orient, train, and coach employees. You'll improve your listening habits and communication skills. You'll learn the most effective uses of voice mail, e-mail and the Internet. You'll become adept at planning and conducting meetings, resolving workplace conflicts, and managing change.

Whether a novice or experienced supervisor, you'll find *First-Line Supervision* inspirational, instructive, and encouraging. Just think of the course as a trusted friend—one who will lead you step by step along a new path to success and satisfaction.

You'll learn how to:

- Make a successful transition from staff to supervisor
- Develop your own leadership style
- Establish a positive, motivational work environment
- Give feedback to improve performance
- Build a top-performing team

Course Objective: Develop skills to orient, train, coach, and manage employees using self-assessments, action plans, and relevant work examples.



Finance and Accounting for Nonfinancial Managers

Finance and accounting are the universal languages of business. Whether you're a brand-new supervisor or a senior executive, you won't go far without having a command of key financial concepts. Think of this broad-based course as your personal, one-on-one tutor. Written expressly for nonspecialists like you, it clearly explains how to understand financial and operational measures, prepare and utilize budgets, respond to inquiries about the dollars-and-cents consequences of actions taken by you or your department, and speak the jargon of finance with fluency and ease.

By relating financial management actions to everyday business tasks, the author sets the tone for painless learning. Step-by-step exercises and interactive examples will show you how to put the standard techniques of financial analysis to work immediately. This course encourages you to draw on personal experience to strengthen your comprehension of new material. Upon completion, you'll be comfortable in discussing financial concepts and data with your managers, accounting staff, CPAs, and other financial professionals. And you'll be helping to run a tighter financial ship — always a plus in your own career development.

You'll learn how to:

- Differentiate between finance and accounting
- Grasp accounting fundamentals such as debits, credits, and double-entry bookkeeping
- Analyze basic financial documents such as income statements and balance sheets
- Use financial tools to manage performance more effectively
- Determine how assets, liabilities, and equity affect your area of operation
- Apply financial risk/return principles to managerial decision-making
- Justify your requests for new equipment and other capital investments
- Improve your budgeting skills
- Relate your department's financial performance to the bigger picture



A Manager's Guide to Financial Analysis Fifth Edition

This thoroughly revised fifth edition of *A Manager's Guide to Financial Analysis*—the classic knowledge-builder and career-booster—is a concise and completely comprehensive self-paced learning tool. Chapter by chapter, topic by topic, it helps you build your skills and expertise in a practical, logical manner...so you not only grasp the new information, but retain it.

You'll learn about short-term management issues like ratio analysis, current asset management, and the integration of working capital components. In addition, *A Manager's Guide to Financial Analysis* teaches you about long-term investment decisions, such as the evaluation of capital investment proposals and merges and acquisitions.

And you'll find all-new chapters on how to make needed adjustments to financial statements—taking into account current values, off-balance-sheet financing, and unrecognized items—and how to determine your company's optimal capital structure and debt policy.

You'll learn how to:

- Describe the three main financial management decisions you need to make
- Perform horizontal analysis and vertical analysis
- Explain the interrelationship of profitability, leverage, activity, and liquidity ratios
- Apply intracompany, trend, and industry analysis in a specific situation
- Adjust the balance sheets for sales receivables
- Analyze three cash disbursement techniques
- Calculate the present values of future cash flows and annuities
- Determine the net present values and internal rates of return
- Compute the financial leverage index
- Measure the financial impact of a merger
- Assess the importance of earnings per share adjustments, and much more

Course Objective: Analyze financial statements accurately. Use various ratios, trends, and calculations to measure actual financial positions.



Gaining Competitive Advantage with Shared-Leadership Teams

You already know the benefits of successful teamwork. Now it's time to raise your success to the next level. Forward-looking organizations have discovered that shared leadership, rather than self-management, is what unlocks truly high performance for teams. This self-study course—the first of its kind—gives you a practical road map to building shared leadership teams and using them to gain competitive advantage.

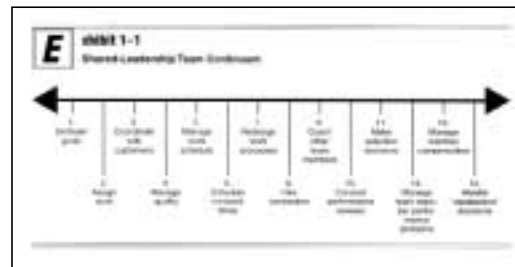
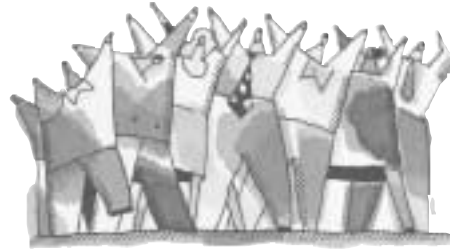
If you're new to the shared leadership concept, you'll be brought up to speed quickly. The authors examine why this approach works so well, for face-to-face teams as well as computer-networked "virtual teams." An array of real-world success stories, in areas ranging from customer service to product improvement, will help you make the case for shared leadership teams to your company leaders. And you'll learn how to determine what degree of shared leadership is right for your organization.

Moving from theory to solid practice, this course lays out the short-term building blocks and long-term strategies needed to create truly shared leadership. It shows how to identify the range of team skills and behaviors needed to reach the best business results—and helps you prepare an appropriate action plan. You'll also enjoy proven guidance on such nitty-gritty issues as setting goals, measuring performance, and supporting your teams through effective compensation and continuous feedback.

You'll learn how to:

- Build a strong business case for shared leadership teams
- Implement shared leadership teams
- Build the foundation of team success
- Analyze and develop member and team capabilities
- Create clear team member roles and responsibilities
- Measure teams' performance
- Track directly measurable business results
- Provide ongoing support as teams grow and mature

Course Objective: To build shared-leadership team for improved productivity.



Successful Interviewing:

Techniques for Hiring, Coaching, and Performance Management Meetings

Here is the course that can turn non-interviewers into good interviewers—and good interviewers into great interviewers.

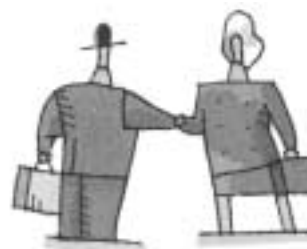
Whether you're a general manager or human resources specialist, the fact is that you do some interviewing (formally or informally) virtually every day. This course will help you sharpen such skills as open-ended questioning, active listening, and reading body language—all essential in a variety of management situations. You'll learn to apply these techniques to 12 types of business interviews, from hiring and coaching to assessment and termination. You'll even gain practice in dealing with interviewees who are nervous, aggressive, overly talkative, evasive, or otherwise challenging.

"Which questions can and can't I ask? How should I document an interview?" Because such concerns can trip up even the most experienced business interviewer, you'll find clear guidance on key legal issues and specific do's and don'ts dictated by current legislation. Managers will also appreciate the wealth of real-life dialogs that highlight this broad-based and highly useful course.

You'll learn how to:

- Prepare effective interviews
- Ensure legal compliance
- Take more useful notes
- Encourage interviewees to talk
- Interpret body language
- Manage telephone and written interviews productively
- Coach, counsel, discipline, and evaluate performance more effectively
- Build rapport with interviewees
- Document interviews
- Construct competency-based questions
- Improve your listening skills
- Interview job applicants, references, and employees

Course Objective: Develop skills needed to conduct 12 different types of business interviews and ensure legal compliance.



How to Negotiate the Sale from Start to Finish

The course takes you step by step through the proven sales negotiation process.

You'll learn how to:

- Conduct buyer research to obtain the information needed for effective negotiations
- Improve your sales questioning and listening skills
- Use negotiation tactics and counter-tactics to reach a "win-win" agreement

Course Objective: Learn all aspects of buyer research and preparation, negotiation plans, face-to-face negotiations, and follow-through activities to reach agreement.

Value Selling:

How to Sell to Cost-Conscious Customers

Learn how to sell successfully by satisfying your customers' value requirements in industrial and commercial markets. This course will show you how to reduce, avoid, and offset cost to the customer by increasing income or improving customer cash flow. You'll learn how to develop a successful value-selling strategy and create a powerful value-selling presentation.

You'll learn how to:

- Identify buying influences in OEM, resale, and end-user markets
- Determine customer costs—acquisition; possession; life cycle; quality and delivery failure; opportunity

Course Objective: Learn to develop a value selling strategy and presentation to increase customer income or cash flow in industrial and commercial markets.

Motivating Salespeople Through Incentives and Compensation

This course will teach you to use Maslow's hierarchy of needs theory to begin the process of finding out what each of your salespeople needs and expects. You will be able to determine appropriate incentives, including monetary rewards, for each salesperson; plan and implement successful sales contests, sales meetings, training, and incentives; develop, implement, and monitor a sales compensation plan.

Course Objective: Gain the information and skills needed to determine each salesperson's needs and expectations and implement appropriate financial and nonfinancial incentives.

How to Be an Effective Sales Manager

How to Be an Effective Sales Manager focuses strictly on the ins and outs of sales force supervision, from maximizing sales efforts by controlling the day-to-day operations of your sales team while increasing motivation, commitment, and profits, to planning sales objectives and sales territories that produce maximum returns.

You'll learn how to:

- Interview and hire the most talented people
- Evaluate your company's sales compensation plan
- Stimulate higher sales achievement with honors and recognitions, sales contests, and day-to-day reinforcements

Course Objective: Develop skills to supervise a sales force focusing on standard operations, staffing, and incentive programs.

The Psychology of Selling

How to Read Your Customer

This program lets you listen in on realistic scenarios and sales calls. You'll hear the techniques other salespeople use to uncover hidden agendas, project a positive image, and gain credibility. You'll gain customer insights and commission-rich sales techniques that you can use immediately.

You'll learn how to:

- Understand the number one factor that determines what customers buy and who they buy it from—fulfilling a personal or professional need
- Deal effectively with buyer doubt and complacency
- Recognize the five types of questions buyers use to signal they're ready to make a deal

Course Objective: Employ techniques to uncover hidden agendas, project a positive image, and gain credibility when selling.

Quality Tools for Continuous Improvement

Version 2.0

Quality Tools for Continuous Improvement shows you the critical difference between customer satisfaction and customer enthusiasm. You'll find out how to begin and maintain continuous process improvement. You'll use proven tools interactively in a variety of real-world simulations.

You'll learn how to:

- Use 17 proven tools to identify problems, develop solutions, monitor progress, and measure results
- Focus on quality as a continuous process rather than a single event
- Identify the quality needs of both internal and external customers
- Build in a higher level of quality from the bottom up
- Increase the power of these tools dramatically by using them in combination



Achieving the Competitive Edge with Customer Service

Turn your company's customer service department into a stable and long-term profit center by mastering all the tricky ins and outs of organizing (or reorganizing) and managing it efficiently.

You'll learn how to:

- Open up new revenue opportunities by taking a proactive approach to customer relations
- Conduct periodic customer service audits to help identify strengths and pinpoint areas of opportunity

Course Objective: Manage customer service profitably by using a proactive approach and conducting customer service audits.

How to Deliver Exceptional Customer Service

Second Edition

How to Deliver Exceptional Customer Service highlights the specifics of managing a profitable customer service department—from organizing workspace and service functions to training personnel and monitoring their performance.

You'll learn how to:

- Set up a new customer service department from scratch
- Teach staffers the five "C's" of effective oral communication: clearness, correctness, conciseness, completeness, and courtesy
- Design a customer service system to efficiently handle inside sales, order processing, after-sale service, customer support, and technical service

Course Objective: Learn to manage a profitable customer service department through improved planning, staffing, and supervision.

Keeping Customers for Life

Keeping Customers for Life, will set you on the path to 100% customer satisfaction and become your "bible" for achieving service excellence.

You'll learn how to:

- Apply the "I.D.E.A." Process (Identify, Diagnose, Explore, and Act) for resolving complaints and solving customers' problems
- Empower your front-line employees to be proactive customer champions and to solve customers' problems

Course Objective: Understand strategies for improving overall customer satisfaction and process for resolving customer complaints and problems.

Managing the Customer Satisfaction Process

Managing the Customer Satisfaction Process presents an organized, systematic method of identifying, measuring, managing, and monitoring customer requirements and satisfaction to improve profits and beat the competition.

You'll learn how to:

- Identify customer requirements and expectations for quality and satisfaction
- Assess and measure customer needs, market segmentation, competitive structure, and employee perceptions

Course Objective: Learn methods for identifying, measuring, and managing customers' needs to improve satisfaction and profitability.

Knock Your Socks Off Service On the Phone

At last—America's legendary customer service guru has created a crackerjack self-study course! Now you can learn the dynamite telephone skills taught by Mr. "Knock Your Socks Off" himself: Ron Zemke, the authority who sets the standard for customer service nationwide with his immensely popular seminars and AMA books.



In two witty, fast-moving cassette tapes packed with winning tips and techniques—and featuring a wide range of personalities—Ron Zemke shows you how to be simply great on the telephone. *Knock Your Socks Off Service on the Phone* includes a detailed, interactive workbook to support your learning.

You'll be able to:

- Develop your own phone personality
- Tame the technology in your telephone
- Avoid the pitfalls of taking messages, transferring calls, and other basics
- Handle phone stress and stressful calls
- Sell on the phone
- Create a personal action plan to continuously improve your telephone performance

Practical exercises and real-world examples combine to reinforce your learning and "nail down" the powerful techniques that will multiply your telephone effectiveness many times over!

Course Objective: Improve telephone effectiveness by understanding the basics of customer service and business telephone etiquette.



Total Quality Management

This course examines the wide variety techniques for managing, controlling, and improving quality.

You'll learn how to:

- Determine the impact of quality on profitability
- Adopt TQM as a fundamental business strategy
- Communicate the importance of customer-focused TQM
- Use seven QC tools for data collection and analysis

Course Objective: Understand total quality concept and techniques for managing, controlling, and improving quality. Gain the information and skills needed to implement total quality practices.

The Benchmarking Course

The Benchmarking Course shows you what to benchmark and how to do it. You'll find out how to identify the best practices of best-in-class companies, study them, adopt them, and then adapt them to your business. It will enable you to improve your current processes and business practices, avoid the cost and time of re-inventing the wheel, capitalize on proven ideas and technology, establish more competitive performance targets, set challenging but realistic long-term goals, and lay the foundation for continuous improvement in your company.

You'll learn how to:

- Identify four types of benchmarking approaches
- Evaluate the best practices in best-in-class companies, then tailor them to fit your organization
- Assemble a multi-skilled benchmarking team
- Select an appropriate benchmark partner
- Choose the correct metrics for the function to be benchmarked
- Establish benchmarking as a self-renewing process

Understanding and Implementing ISO 14001

Understanding and Implementing ISO 14001 shows you, in step-by-step detail, how to design and implement a functioning environmental management system (EMS) that meets the ISO 14001 standard. Whatever your industry, you'll learn how to identify the environmental aspects and impacts of your operations, and address them with specific job functions in areas including cost accounting and purchasing.

You'll learn how to:

- Integrate environmental liabilities into your business planning process
- Reduce operating costs in materials, pollution abatement, and waste disposal
- Focus resources on environmental risk
- Position your organization to act quickly on future government regulation

Course Objective: Understand the specification standard for an environmental management system. Recognize appropriate techniques to determine environmental risks and impact. Learn how reusing, recycling, and redesigning affect the organization's bottom line.



How to Qualify for ISO 9000

How to Qualify for ISO 9000 takes you through the ISO 9000 registration process and details clearly and logically all of the requisites for qualification. Examples, diagrams, charts, and checklists simplify the learning process.

You'll learn how to:

- Structure your own ISO 9000 quality system
- Implement the ISO 9000 process and apply for certification
- Prepare ISO 9000 manuals, procedures, and work instructions
- Handle the stringent documentation, statistical, and on-site audit requirements
- Train your staff in the ISO 9000 process

Course Objective: Understand steps in ISO 9000 registration process. Develop skills needed to implement ISO 9000 process and apply for certification.

How to Lead a Business Process Improvement Effort

This intensely practical course shows you what business process improvement is and what it isn't, why it's needed, what the benefits and pitfalls are, and how it differs from other performance improvement efforts. It's the essential business process improvement guide for executives, managers, and supervisors.

You'll learn how to:

- Use a six-step system to identify the best candidates for process improvement
- Select and train the right team for successful process improvement
- Prepare a business process functional flowchart, the foundation for process analysis and design

Course Objective: Utilize a framework for initiating and managing process improvement. Analyze business processes with the goal of redesign for improvement.





Training Tough Topics

Winfeld, Liz

Diversity training has been attempting to go "beyond race and gender" for years—but a paralyzing fear of tougher issues and a lack of adequate training materials continue to bring the effort to a grinding halt.

Finally, there's a resource to help overcome the fear, ease the discomfort, and fill a significant void in training literature. TRAINING

TOUGH TOPICS is the first book to tackle tough-to-teach, potentially divisive issues, including sexual harassment, transgenderism, the role of spirituality and religion in the workplace, sexual orientation, HIV/AIDS, disabilities, workplace violence, and multiculturalism.

Thorough in coverage and written in an easily accessible style, this valuable guide gives trainers a positive, constructive approach to dealing with topics previously thought too tough to talk about.

Filled with complete programs on each topic that include specific techniques, overhead masters, scripts, and exercises, TRAINING TOUGH TOPICS contains everything needed to build all-inclusive diversity education programs—and create a more honest, open, and productive work environment.



The Accidental Salesperson: How to Take Control of Your Sales Career and Earn the Respect and Income You Deserve

Lytle, Chris

Author Chris Lytle had modest career aspirations. He merely wanted to be

the next Walter Cronkite. But instead of being offered a job in the newsroom, he was offered a job in the sales department. He took the sales job and became an "accidental salesperson."

Most people don't choose sales as a career. Sales chooses them—and they end up wondering how to make the most of a profession they were never prepared for.

They don't have to wonder anymore. In THE ACCIDENTAL SALESPERSON, Lytle gives readers the road map for excelling in sales. Lively and entertaining, this somewhat unorthodox guide is packed with thought-provoking axioms, humorous and instructive anecdotes, specific strategies, and powerful tools—everything readers need to master essential lessons in sales and professionalism.

Readers will find there are some things THE ACCIDENTAL SALESPERSON lacks—dull theories, manipulative methods, and high-pressure tactics. But with the wealth of money-generating, career-building techniques it does provide, we don't think those items will be missed.



Assimilating New Leaders: The Key to Executive Retention

Downey, Diane; March, Tom

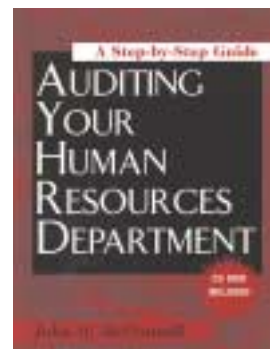
Newly hired senior executives don't need any help, right? After all, they're getting paid top dollar for knowing their stuff!

The reality is that executives often do need guidance and support when joining an organization. In fact, a

recent survey reported that more than 70% of newly hired executives left their jobs within the first two years! These missteps can wreak havoc on subordinates, departments, customers, suppliers—and ultimately the bottom line.

ASSIMILATING NEW LEADERS offers a way to turn around this abysmal turnover rate by proposing an original four-stage process for successfully assimilating new leaders into an organization. By employing this dynamic new model and examining the book's abundance of real-life examples, readers will learn how to:

- Anticipate the potential pitfalls of leadership transitions
- Minimize disruption to business cycles and processes
- Give new leaders the tools they need to succeed
- Understand how to recruit—and retain—the right senior leaders
- Realize the organization's return on investment in the new leader.



Auditing Your Human Resources Department: A Step-by-Step Guide

McConnell, John H.

As more and more organizations demand high performance from all their business units, HR departments are scrambling to prove their value—and not just in general terms, but in painstaking detail.

Now there's a ready-made tool that makes the HR assessment as quick, complete, and painless as possible. AUDITING YOUR HUMAN RESOURCES DEPARTMENT's comprehensive, on-target process helps HR professionals accurately gauge their strengths and weaknesses in 16 key results areas, including: Recruitment and selection • Training and development • Employee relations • Benefits • Compensation • HR planning • Diversity and EEO.

The book poses a series of hard-hitting questions readers must ask about their department's effectiveness. It then helps them score and analyze their answers and develop action plans for improving problem areas.



Building Positive Participation: Activities for Energizing Your Training Sessions

Siddons, Suzy; Allan, Jane

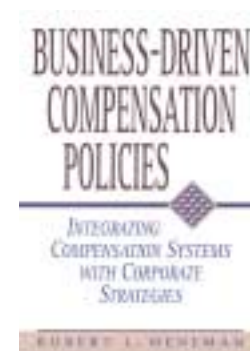
For real learning to take place, training sessions should be energetic and involving—and

both trainers and trainees need to feel engaged in the learning process.

BUILDING POSITIVE PARTICIPATION offers a collection of more than 40 tried-and-true training activities that help trainers build energy in their classroom. These immensely useful guides will appeal to trainers at all levels (and for all types of training situations). The activities are spelled out, step-by-step with:

purpose • the situation the exercise addresses • materials needed • timing • set up • what the group does • troubleshooting • successful outcome.

The exercises divide into two areas: 1. building rapport (between trainer and trainees, and within the group), and 2. building enthusiastic participation in the training.



Business-Driven Compensation Policies: Integrating Compensation Systems with Corporate Strategies

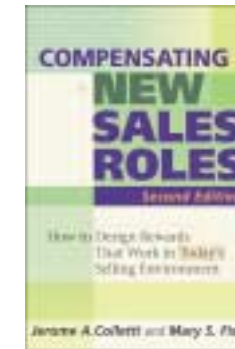
Heneman, Robert L.

Nearly every company wants to link its compensation policies with its

business strategies, but very few actually do it. That's because it's much more complex than most people realize—until now!

BUSINESS-DRIVEN COMPENSATION POLICIES supplies the step-by-step instructions, along with revealing case studies, that HR professionals need to align employees' goals with those of the organization—and improve motivation and performance at every level.

Readers learn about: Work analysis and evaluation • Market surveys • Pay structure • Individual rewards • Team rewards • Organizational rewards • Strategic pay design, implementation, and evaluation • The do's and don'ts of building a winning compensation strategy—plus much more.



Compensating New Sales Roles: How to Design Rewards That Work in Today's Selling Environment

Colletti, Jerome A.; Fiss, Mary S.

With the explosion in Internet sales, organizations are frantically transforming their sales departments, adding new roles and redefining

existing positions, to capture a share of this lucrative new market. This second edition of the landmark COMPENSATING NEW SALES ROLES explains:

- How to identify and establish the sales roles an organization needs to turn in double-digit growth on a continuous basis
- How to design and implement a compensation plan that directs, motivates, and rewards employees who perform effectively—regardless of sales channels
- How to compensate sales staffs in telesales and teleweb operations—the fastest growing fields of selling.

Packed with updated tips, tools, and examples, along with a new focus on online selling opportunities, this is an essential guide for human resources/compensation professionals and sales executives alike.



Creating Web-Based Training: A Step-by-Step Guide to Designing Effective E-Learning

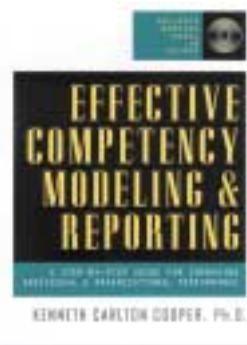
Sinclair, Joseph T.; Sinclair, Ph.D., Lani W.; Lansing, Joseph G.

DESCRIPTION: Today's trainers must know about WBT (Web-based training) if they want to keep up in their industry. With CREATING WEB-BASED

TRAINING, they don't have to be programmers to create and use WBT. Step-by-step instructions show readers how to create simple yet effective WBT projects without hiring a multimedia development team. Clearly written with a minimum of jargon, the book explains it all:

- Web design basics—where to get easy-to-use Web-authoring software and how to use it; authoring text; adding color, images, links, navigation, audio, video, and embedded programming; and posting WBT pages on the Web or an intranet.
- Training—designing WBT for specific training objectives; using interactivity effectively; choosing and producing media; and estimating cost factors.

The book includes a CD with WBT samples and templates, which make it easy for trainers and educators to get started—on the Web!



Effective Competency Modeling & Reporting: A Step-by-Step Guide for Improving Individual & Organizational Performance

Carlton Cooper, Ph.D., Kenneth

A practical approach to the often vague concept of “competencies”—complete with guidelines on using them to improve performance.

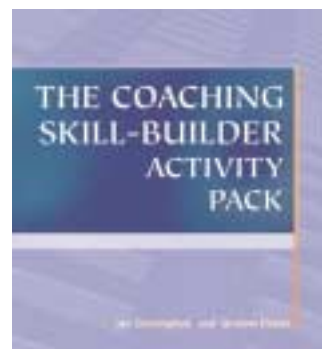
Despite the endless talk about the need to develop “workplace competencies,” most human resources professionals are still struggling to do this in a meaningful, systematic way.

This valuable book supplies a detailed road map for constructing an entire Competency Modeling, Assessment, and Reporting (CMAR) process. Developed by the author, this performance-enhancing process applies to every position in an organization, enabling employers to identify the competencies required to perform daily, tactical work tasks—and determine their employees’ ability to meet those standards.

Complete, tested, and easy to customize, the CMAR process guides readers through each key phase, including:

- Creating an effective competency model
- Establishing job standards
- Developing the measurement instrument
- Reporting competency results
- Developing personnel with CMAR, and more.

Case studies, worksheets, forms, checklists, and a Competency Coach<R> for Windows Working Model CD-ROM provide hands-on, real-life assistance.



The Coaching Skill-BUILDER Activity Pack

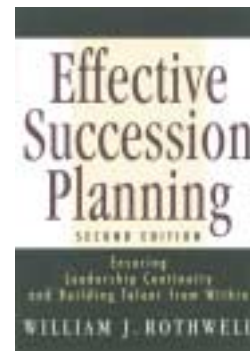
Cunningham, Ian; Dawes, Graham

Coaching can be defined as helping others learn. And today, more and more trainers are being called upon to coach managers in today’s “learning organizations.”

With more than 30 empowering training programs, THE COACHING SKILL-BUILDER ACTIVITY PACK offers a unique range of material that helps managers and coaches improve their fundamental coaching skills. Participants will learn how to:

Become an excellent coach • develop relationships • switch perspectives • enhance rapport • identify criteria • create a motivating environment.

THE COACHING SKILL-BUILDER ACTIVITY PACK also includes expert commentary, forms to help participants reflect on their learning, and a facilitator’s log.



Effective Succession Planning: Ensuring Leadership Continuity and Building Talent from Within

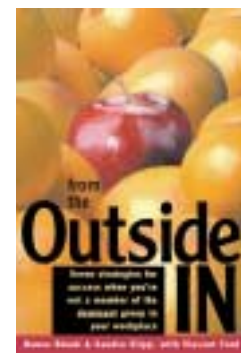
Rothwell, William J.

Now thoroughly updated and expanded—the most comprehensive book on systematic succession planning.

Since 1994 EFFECTIVE SUCCESSION PLANNING has been helping readers develop a strong succession program—and avoid the disruption (maybe even disaster) that can result when key employees move on unexpectedly.

Now, with many sections of totally new material and extensive updates throughout, this indispensable guide is the most comprehensive resource on succession planning available. Readers will find a wealth of information on how to:

- Plan and implement a systematic program, following a proven model
- Identify competencies and clarify values for both planning and managing a succession program
- Assess current and future needs and resources
- Apply online and high-tech approaches to succession planning and management programs, and more.



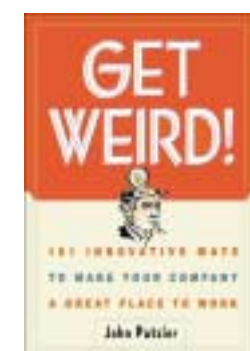
From the Outside In: Seven Strategies for Success When You're Not a Member of the Dominant Group in Your Workplace

Blank, Renee; Slipp, Sandra; Ford, Vincent

Despite all the lip service paid to diversity in the workplace, most disabled, and older workers are still struggling to overcome the barrier of “difference” blocking their careers.

It’s a hard reality, but not a good reason for them to quit trying. Instead, the authors of the acclaimed Voices of Diversity advocate a better, more effective strategy for advancing their careers—without sacrificing their identities or dignity.

Based on extensive research and firsthand interviews, and loaded with real-life workplace scenarios and success stories, FROM THE OUTSIDE IN explains how to: • break past assumptions of hostility • muster support • accentuate the positive • buy in without selling out—and more proven strategies for breaking through the concrete ceiling and enjoying a successful career.



Get Weird!: 101 Innovative Ways to Make Your Company a Great Place to Work

Putzier, John

How can companies recruit, retain, train, motivate, and reward great employees—especially in a tight labor market? How can they win new customers and boost sales? The secret is to lighten up and get a little

weird! Creativity and productivity can go hand in hand, as this chock-full-of-ideas book amply shows.

Like a Christmas stocking crammed with treasures, GET WEIRD! overflows with irresistible techniques for innovating and problem-solving. It explains how to start thinking “outside the box,” then presents 101 adaptable ideas, each in a reader-friendly two pages or fewer. For instance, readers will learn about:

- Whaddya Know? (learning through puzzles, quizzes, and games)
- Hire-Times (post-interview fun—a night-on-the-town with host employees)
- Wall of Fame (display of individual successes)
- Rock Me, Baby (give techies and GenXers the rock-concert tickets they crave)
- Galloping Gourmets (take-home gourmet dinners for employees and their family).

Slightly off-the-wall at first glance, the book is firmly rooted in solid performance theory. Managers can use it to find quick, effective, fun solutions to work challenges.



Is It Always Right to Be Right?: A Tale of Transforming Workplace Conflict into Creativity and Collaboration

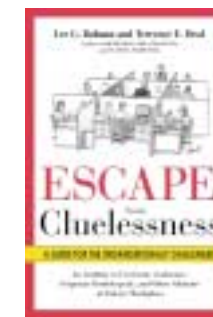
Schmidt, Warren H.; Hateley, B.J. Gallagher

There once was an organization where the prevailing attitude was “I am right and you are wrong.” Everywhere, groups were at odds: women versus

men, management versus employees, line versus staff departments. In this land of “us versus them,” discussion was sparse and compromise was unthinkable. After all, each group was right, of course, and they knew it!

In this delightful parable, Hateley, Schmidt, and Weiss collaborate again to create witty narration and wry illustrations that make a critical point. When conflict paralyzes the company, a gentle sound rises above the din. “Uhhmm,” this voice says, “maybe I was mistaken.” To which another voice responds, “Perhaps you were right.” The ensuing dialogue leads to mutually beneficial solutions.

This inspiring tale about defeating divisiveness in the workplace demonstrates how conflict can be a positive force for change when managed correctly. Readers find tips and models to help apply what they’ve learned to real-life situations.



Escape from Cluelessness: A Guide for the Organizationally Challenged

Bolman, Lee G.; Deal, Terrence E.

With its confining cubicles, incompetent leaders, bureaucratic inertia, and corporate doublespeak, the workplace can sometimes seem cartoonishly

sinister—right down to the pointy-haired bosses and malevolent canines!

It’s time to snap back into flesh-and-blood reality and tune in to ESCAPE FROM CLUELESSNESS. This refreshing book offers an antidote to the creeping cynicism and feelings of helplessness that ensnare millions of employees—each struggling to make sense of the strange and puzzling world of work.

There are no sugarcoated management mantras here. Instead, the book uses a punchy text and biting wit to survey the same grim territory so brilliantly satirized by “Dilbert.” But, unlike the cartoon, ESCAPE FROM CLUELESSNESS takes the strong, positive stand that something CAN be done to improve things.

And the book supplies a detailed road map for making it happen, leading readers on a journey away from cluelessness and toward a better, more rewarding work life. Along the way, they’ll:

- Plunge into the murky underworld of office politics—and learn how to play the game (without getting eaten)
- Enter the hothouse of interpersonal relationships—and learn to understand themselves and the people around them
- Tour the feudal landscape of corporate monarchs, lords, and serfs—and learn to work around the bureaucratic barriers that hierarchy creates
- Crack the hidden cultural codes, create pizzazz in a sterile workplace, navigate the endless—and endlessly bumbled—change efforts, and much more.



The Conflict Management Skills Workshop: A Trainer's Guide

The Trainer's Workshop(TM) Series

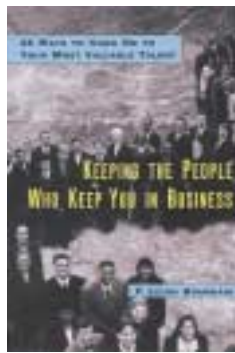
Withers, Bill

When conflict festers, employees become stressed and demoralized—and productivity suffers. But in today’s diverse workplace, conflicts and

misunderstanding are inevitable. One of the most effective ways to handle conflict is to help employees develop the skills they need take to control and defuse strained relationships and situations.

THE CONFLICT MANAGEMENT SKILLS WORKSHOP is an accessible, non-academic workshop that offers trainers everything they need to design and deliver a program that works. The workshop provides tools for facilitators to help the group come to terms with the source of their conflict using discussion, story telling, reflections, and inter-active exercises. The workshop includes:

- Practice activities, handouts, Q & A lists, and overheads
- Stories that will help clarify points and stimulate discussion
- More than 20 reproducible reflection journals, case studies, and action planners.



Keeping the People Who Keep You in Business: 24 Ways to Hang On to Your Most Valuable Talent

Branham, F. Leigh

DESCRIPTION: A war rages in today's workplace, pitting company against company in the fight to find and keep

good employees. The losses are high, and battle-weary managers are desperate for talented reinforcements. They've learned that bonuses, stock options, and other financial rewards aren't enough. To win this "war for talent," they need more.

Help has arrived in the form of KEEPING THE PEOPLE WHO KEEP YOU IN BUSINESS. This compelling new book gives readers a battle-plan for victory, offering 24 strategies for retaining valuable people. The strategies are grouped in four basic "keys":

- 1) Be a company people want to work for
- 2) Select the right person in the first place
- 3) Manage the joining-up process
- 4) Coach to maintain commitment.

These practices will help readers: Make their organization an "employer of choice" • Clearly define the talent needed • Make new employees feel welcomed, valued, prepared, and challenged • Facilitate employees' career growth and advancement, and more.

KEEPING THE PEOPLE WHO KEEP YOU IN BUSINESS is also loaded with specific examples, how-to guidelines, models, and planning aids—proven tools from an expert who knows that money alone won't keep the employees you can't afford to lose.



Knock Your Socks Off Service Recovery

Zemke, Ron; Bell, Chip R.

Cancelled flights, damaged goods, botched bills, locked-up software—these are the service screw-ups that leave customers angry, disgusted...and determined to never buy from you again!

But these mad-as-hell customers can be wooed back through skillful,

planned "service recovery." And, surprisingly, customers who experience world-class Knock Your Socks Off service recovery become your most loyal customers—and are a source of continuing business for years to come.

Building on the popular, breezy approach of the Knock Your Socks Off Service series, the authors provide managers with an upbeat primer on creating a first-class recovery system. Enlivened by John Bush's witty illustrations, the book explains:

- The economics of recovery—what it costs when you lose customers, and how little it can cost to win them back
- The processes, policies, and technology a company must have to ensure an effective, real-time recovery system
- The manager's role in sustaining an outstanding recovery system—through training, coaching, empowering, supporting, inspiring, and rewarding great service providers.



Loyalty-Based Selling: The Magic Formula for Becoming the #1 Sales Rep

Smith, Tim

Becoming the top-ranking sales rep is the burning desire in the hearts of thousands of reps. This heated competition to become number one exists at virtually every company that has a sales force of two or more people.

Now readers can achieve this goal with LOYALTY-BASED SELLING. Unveiling seven powerful steps, this action-packed book offers readers a foolproof way to learn and execute exactly what it takes to get to the top. The concept is so simple, yet so profound, that salespeople will wonder why they didn't think of it years ago. Readers will learn how to:

- Deliver the best service customers have ever received
- Elevate relationships to the pinnacle level—friendships
- Turn angry customers into deeply loyal ones
- Convert customer loyalty into skyrocketing sales numbers
- Make huge positive impressions on customers
- Use creative and effective techniques to thrill customers
- Save time for themselves and for their customers.

Respectful of time and intelligence, LOYALTY-BASED SELLING moves quickly, teaches quickly, and makes results a reality.



Making Change Happen One Person at a Time: Assessing Change Capacity within Your Organization

Bishop, Jr., Charles H.

Change management is a high priority on every corporate agenda these days. But even the fattest budgets and the

most brilliant strategies won't do the job if managers don't put the right people in the right positions.

This refreshingly different approach to change management is based on a simple and eye-opening premise: that organizational change happens one person at a time. Using the author's unique "personal change capacity" model, it shows managers how to identify and develop people according to their potential:

- A-players, who thrive in pivotal change positions
- B-players, happy to provide support and take on some new challenges
- C-players, solid performers, but not comfortable with change
- D-players, whose resistance to change is so strong that the company may be better off without them.

Based on a proven, battle-tested process developed at major companies, this down-to-earth guide is enhanced by useful assessment forms and planning tools. It should be embraced by every manager and human resources professional charged with the messy but vital task of choosing the best people to making change happen.



Managing Workplace Negativity

Topchik, Gary S.

The symptoms: increased customer complaints, high turnover, low quality of work, increased absences, loss of morale and motivation, lack of creativity and innovation, loss of loyalty to the organization.

The diagnosis: workplace negativity.

The cure: MANAGING WORKPLACE NEGATIVITY.

Workplace negativity may seem like an intangible problem—but it has very tangible consequences for the companies it afflicts. In fact, the Bureau of Labor Statistics estimates that U.S. companies lose \$3 billion a year to the effects of negative attitudes and behaviors at work.

MANAGING WORKPLACE NEGATIVITY gives managers, team leaders, trainers, and other human resources professionals much-needed help in treating the negativity bug. It will help readers:

- Identify the 14 types of negative individuals, from the "not-my-jobber" to the "rumor monger"
- Confront their own negativity
- Recognize negativity "trigger points"
- Overcome entrenched, ongoing negativity
- Deal with group or company-wide negativity problems
- Create a positive environment that enhances morale and productivity.



Seven Power Strategies for Building Customer Loyalty

Timm, Ph.D., Paul R.

Customer service isn't just an empty slogan. With these seven powerful strategies, it's the key to long-term organizational success.

Make customers happy, and an organization gets better results than any ad campaign or marketing

program could generate. Turn customers off, and get ready to feel the devastating ripple effects.

Customer loyalty, in fact, is one of the most precious assets a company can have. But despite endless discussions about the customer (and continual customer service initiatives) very few companies excel at keeping their customers loyal.

SEVEN POWER STRATEGIES FOR BUILDING CUSTOMER LOYALTY introduces a powerful new model that virtually guarantees enhanced customer retention and long-term growth. Packed with self-evaluations and hands-on exercises, the book's high-impact tactics show readers how to build an organization-wide commitment to customer loyalty—and the tools and direction to do it.

Readers learn step by step, strategy by strategy, how to understand customer turnoffs, recover potentially lost customers, and consistently exceed the customer's expectations through "A-plus" value, personality, information, convenience, and more. These aren't just generic tips—they are results-oriented, theoretically sound tactics that will bring customers back again and again... and again.



ProActive Sales Management: How to Stay Ahead of the Game Without Working Like a Dog

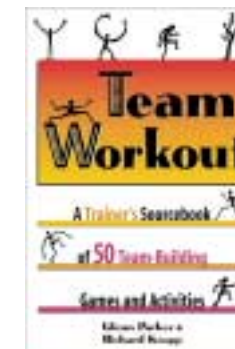
Miller, William "Skip"

All sales managers work like crazy, but few are true managers. That's because they tend to fall back on the skills that made them great at sales...instead of

adopting the new skills that will make them great managers.

This essential book, which speaks their language, will turn them into management pros. It teaches a proven method for managing the sales process as well as the salespeople. Packed with specific, field-tested techniques, PROACTIVE SALES MANAGEMENT shows sales managers how to:

- Regain control of their time
- Create a proactive sales culture
- Motivate a sales team
- Manage to simple yet powerful metrics
- Weed out failures quickly
- Effectively coach and counsel up and down the sales organization
- Measure not to revenue, but to the things that create revenue
- Reduce reports to one sheet of paper and 10 minutes a week
- Forecast more confidently
- Manage the sales organization the way it should be managed.



Team Workout: A Trainer's Sourcebook of 50 Team-Building Games and Activities

Parker, Glenn; Kropp, Richard

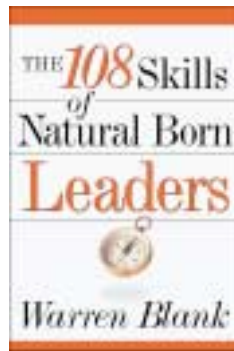
Teams have evolved into an important structure in business today—and are now needed more than ever.

An insightful collection of activities, TEAM WORKOUT provides facilitators,

trainers, leaders, and managers with a wide variety of tools to increase team effectiveness and upgrade skills and knowledge within today's challenging organizational environment. The book focuses on such current team issues as virtual teams, trust-building, customer satisfaction, recognition, and respect. Trainers will learn the key ideas that underlie all of the activities in this manual, including:

- Each team has a common purpose, mission, or goal
- Members are interdependent; they need each other to achieve their purpose
- Agreement that working together effectively will help to reach their goal.

This collection will help team leaders, team-building specialists, trainers, and others interested in creating collaborative, harmonious and effective work teams.



A refreshingly different look at an old question:
Are leaders born or made?

The 108 Skills of Natural Born Leaders

Warren Blank

Some people appear to be “natural born leaders.” But are they literally born that way? Or have they been taught, coached, rewarded, and reinforced in ways that enable them to be leaders?

According to THE 108 SKILLS OF NATURAL BORN LEADERS, no one is born a leader. But everyone has the natural born capacity to lead. We label people “natural born leaders” because they consistently and frequently model qualities that inspire others to commit to their direction.

This book identifies the skill set that causes others to see people as natural born leaders, helps readers assess their current level of these skills, and coaches readers to master their weak areas. Readers will learn:

- Foundation skills, including self-awareness and the ability to establish rapport
- Direction skills, including the ability to set a course and develop others as leaders
- Willing follower skills, including the ability to influence others and create a motivating environment.



The Complete Guide to Accelerating Sales Force Performance: How to Get More Sales from Your Sales Force

Zoltners, Ph.D., Andris A.; Sinha, Ph.D., Prabha K.; Zoltners, Greggor A.

Every firm's sales force combines the distinctive personalities of its members with complex issues of size, pay

structure, incentives, performance evaluation, and effective uses of new technology. And while underrepresented in most marketing texts, the success of the sales force is a major component in the overall success of most companies.

THE COMPLETE GUIDE TO ACCELERATING SALES FORCE PERFORMANCE develops an effective, innovative framework for evaluating and improving the performance of any sales force. This book identifies and describes the key factors for creating a fast-track, go-to-market strategy. It's loaded with proven ideas for improving such “success drivers” as:

Culture • sales force structure • hiring • sales manager selection • training • compensation • technology • sales territory design • goal setting • performance management.

Packed with valuable insights and real-life examples, this guide is an excellent source of practical ideas for sales and marketing managers in all industries.



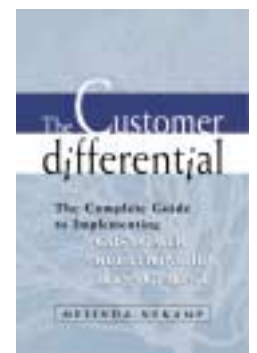
The Complete Guide to Training Delivery: A Competency-Based Approach

King, Stephen B.; King, Marsha; Rothwell, William J.

Effective training delivery is a critical skill for keeping an organization competitive. This book offers, for the first time, a research-based analysis

of the 14 key skills (or “competencies”) trainers must master to be effective. It provides trainers with pragmatic ways to apply these competencies in the real world. Some of these skills include how to:

- Analyze materials and learner information
- Establish credibility
- Create a psychological environment that keeps learners' interest level high
- Communicate effectively
- Use questioning techniques
- Respond positively to trainees' questions and reactions
- Provide positive reinforcement
- Utilize specific tools (case studies, simulation, lecture, discussion, and others)
- Evaluate afterwards
- Train in an international setting.



The Customer Differential: The Complete Guide to Implementing Customer Relationship Management

Nykamp, Melinda

Customer Relationship Management (CRM) is the buzz of the business

world. Broader than the age-old principle that “the customer is always right,” CRM targets profitable ways to act on that premise, at all times, across all channels and functions—keeping the customer coming back for more.

Now, THE CUSTOMER DIFFERENTIAL provides a game plan for implanting CRM at the core of every organization. More than any other book before, it supplies the step-by-step guidelines—complemented by illuminating case studies—on how to put into practice this powerful new directive, including how to:

- Implement a four-step planning process to ensure a successful CRM initiative
- Refocus the business and organize the entire company around CRM
- Support CRM using metrics and analytics, as well as systems and technology
- Transform customer interactions in every department, and at every customer touchpoint



The E-Aligned Enterprise: How to Map and Measure Your Company's Course in the New Economy

Fitz-enz, Jac

A trusted advisor to 90 of the Fortune 100 companies, Jac Fitz-enz is renowned as “the father of human

performance benchmarking.” He now turns his incisive eye toward performance in the e-World—especially as it is evolving from the industrial “i-World”—and shows how to manage an organization for maximum measurable results in times of head-spinning change.

“How can we measure true return on investment in a faster-moving, open-system world? How do we improve results in this new world using the same intellectual capital—our people?” These are the questions that far-sighted executives are asking. Fitz-enz answers by examining four key areas, each culminating in a Scorecard that lets readers gauge their own ROIs:

- Leadership argues that better communication and a high-touch approach—hardly traditional ROI focus points—are imperative for engaging the e-workforce.
- Strategy explores the links between innovation and risk, offering new ideas for rising above “commodity” status.
- Human Capital reveals that by combining continual learning and knowledge management, companies become Employers of Choice.
- External Relationships shows how to measure success with customers, partners, and alliances.

The final section shows “how to do it,” wrapping the challenge into a practical methodology for making the transformation from the traditional to the e-savvy company.



The Management Skill-BUILDER Activity Pack

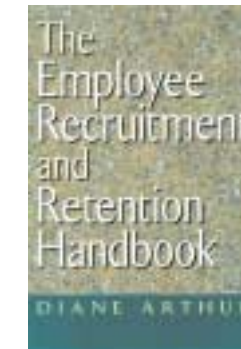
Adair, John; Gillen, Terry

Learning by doing is so much more effective than learning by reading—which is why trainers will love this original collection of 42 hands-on activities for managers.

Designed by the world-class training team of John Adair and Terry Gillen, this essential collection of group and individual exercises will help trainers introduce and improve their employees' crucial management skills. The activities include:

- Practical, tactile construction exercises
- Conceptual, issue-oriented discussion exercises
- Stimulating thinking exercises
- Memorable outdoor exercises.

THE MANAGEMENT SKILL-BUILDER ACTIVITY PACK can be used to boost leadership skills • teamwork • interpersonal skills • rational and creative thinking • problem-solving • decision-making • delegation • chairing • coaching • and more.



The Employee Recruitment and Retention Handbook

Arthur, Diane

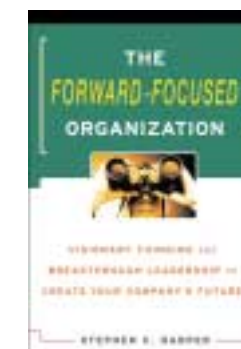
Competition for skilled employees is fierce! This book provides comprehensive, practical advice to employers to get and keep the people they need.

It covers such vital topics as what workers want—including a sense of

making a real impact in their jobs and getting learning opportunities; why workers leave—sometimes just because they can (it's so easy to find a new job), often because they feel undervalued or bored where they are; and what best-practice companies are doing to attract and retain the talent necessary to remain competitive.

Expert Diane Arthur discusses:

- Both traditional and new strategies, including a huge array of special incentives and perks
- Online recruiting via sites like Monster.com or a company's own Web site
- Successful programs from Cisco Systems, Bank of Boston, Eli Lilly, McDonald's, and dozens of other companies, including many small firms
- Competency-based recruiting and interviewing, contingent workers, telecommuting and other alternative work arrangements, future trends, and more.



The Forward-Focused Organization: Visionary Thinking and Breakthrough Leadership to Create Your Company's Future

Harper, Stephen C.

Business success demands more than taking the road less traveled.

It requires creating new roads and committing to future-focused breakthrough leadership. For busy managers, this timely book provides a direct and robust plan of action. It blends proven ideas from leading-edge thinkers with the author's original, hands-on approach to change management.

THE FORWARD-FOCUSED ORGANIZATION shows how to move beyond kiss-of-death incremental change toward a corporate/entrepreneurial (“corpneural”) environment that takes fast, giant steps into the future. Readers will learn how to adopt “ASAP management”: the ability to anticipate what's ahead, develop the agility to operate in an accelerating marketplace, and identify opportunities before competitors do.

Rich in useful examples from traditional companies and dot-coms, this book covers every strategic and operational concern that change managers should be thinking about. On a humorously cautionary note, it also recaps “100 Ways to Self-Destruct as a Change Leader” and “100 Ways to Lose Customers.”



The Fearless Executive: Finding the Courage to Trust Your Talents and Be the Leader You Are Meant to Be

Downs, Alan

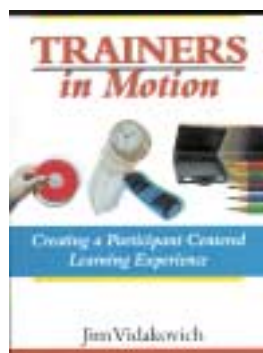
Successful leaders share one (and only one) common factor: They discover their own unique blend of talents and trust it completely.

Executive success is really just that simple, according to Alan Downs, author of the incisive Corporate Executions. So what stops businesspeople from trusting and maximizing their talents? The enemy is fear—the kind of crippling fear that insists we must be something more than what we are and persuades us to abandon our core strengths.

This masterful book explains how to conquer such fear in all its guises, see reality clearly, and free untapped potential. THE FEARLESS EXECUTIVE explores seven universal fears that choke off growth:

- Rejection (“What if I don’t make it to the inner circle?”)
- Inadequacy (“What if I fail?”)
- Scarcity (“What if someone steals my piece of the action?”)
- Reality (“Isn’t there a quick fix?”)
- The Unknown (“What is lurking out there?”)
- Aging (“What if I’m obsolete?”)
- Authority (“What if I break the rules?”)

Rich in real-life vignettes and on-the-job management applications, this is a practical and compassionate guide. It will inspire readers to face their daily demons and live the fearless life—on the job and beyond.



Trainers in Motion: Creating a Participant-Centered Learning Experience

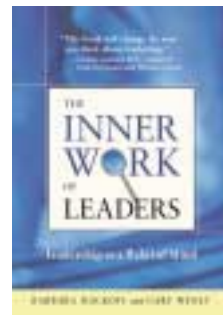
Vidakovich, Jim

What can trainers learn from “Sesame Street”? Apparently quite a lot. Like how to make trainees turn on—not tune out—to learning by injecting training sessions with energy and excitement.

TRAINERS IN MOTION is a lively new book that offers a training approach inspired by the success of “Sesame Street” and other children’s educational programming. Centered around the idea of “edutainment” (which says people learn better by doing), this book emphasizes interactive learning and shows readers how to:

- Apply the principles of edutainment to workshops for adults
- Create a stimulating learning environment
- Engage the imagination and creative side of trainees
- Make the training experience more exciting, involving, and productive for both learner and trainer.

Perhaps best of all, the training techniques in TRAINERS IN MOTION work in any training environment, with any topic, and with any type of person.



The Inner Work of Leaders: Leadership as a Habit of Mind

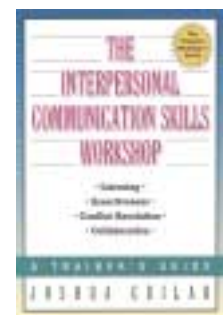
Mackoff, Barbara; Wenet, Gary

There’s no script for being a great leader, and no way to play act in the role. It’s the inner work that counts the most.

Leaders who shine have the insight to examine their own lives—the influence of their families, the guidance of teachers, and the force of momentous events—and translate that information into a “habit of mind” for persevering in the face of obstacles and instilling commitment and confidence in others.

In this inspiring, deeply felt book, two prominent psychologists—whose unique backgrounds are evident in their bold, fresh approach to leadership—highlight more than 50 individuals whose life experiences and relationships have been shaped into a guiding force for leading and living. Readers learn about people like:

- Ruth Simmons, president of Smith College and the first African-American woman to head a major college, who learned the value of good work from her mother, a domestic worker
- Jim Sinegal, CEO of Costco, who learned the virtue of sharing credit as a young employee of retail legend Sol Price
- Cathleen Black, president of the Hearst magazine empire, who learned to dig in and stay firm from her father, who lost his eyesight but never his pluck
- Plus 62 more exceptional leaders, from a Native American tribal chief to a symphony orchestra conductor, from an inner-city school principle to a Fortune 100 CEO.



The Interpersonal Communication Skills Workshop: A Trainer's Guide

The Trainer's Workshop(TM) Series

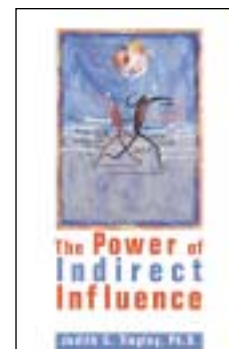
Guilar, Joshua D.

American businesses invest as much as \$30 billion a year on training and development in communication. That’s because it’s more critical than ever that employees develop strong people skills.

Here to help is THE INTERPERSONAL COMMUNICATION SKILLS WORKSHOP, which includes everything trainers need to design and deliver a two-day workshop that covers listening, assertiveness, resolving conflict, and coordinating action. The trainer will learn about leading-edge trends in interpersonal-communication training, including:

- Task-by-task processes for training
- Proven methods such as accelerated learning and action learning
- Performance orientation
- Communication skills for collaboration and organizational learning.

Neatly organized in four modules, THE INTERPERSONAL COMMUNICATION SKILLS WORKSHOP also features adaptable lecture notes, objectives, agendas, handouts, overhead masters, discussion questions, exercises, and activities.



The Power of Indirect Influence

Tingley, Ph.D., Judith C.

A practical, systematic guide to improving and increasing influencing skills.

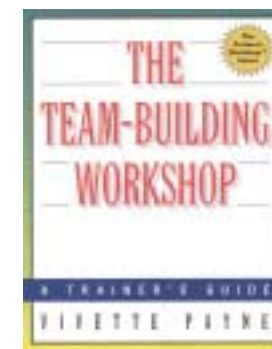
“I told him exactly what to do. I couldn’t have been clearer or more direct—and he still didn’t do it!” And maybe that’s exactly the problem! With an increasingly diverse workforce, the growing demand for participatory management styles, and an

influx of young, independent-minded workers, leaders are discovering that the direct, command-and-control approach to influence often doesn’t work.

How can leaders get people to do what they want them to do more effectively? How can managers successfully handle employee resistance? They can learn to use the subtle, more advanced approach of indirect influence.

THE POWER OF INDIRECT INFLUENCE describes the various techniques of indirect influence—and demonstrates how to apply each of them to work situations. Readers will learn how to:

- Use a six-step system to determine whether a situation calls for a direct or indirect influence technique
- Understand the dynamics of power and influence
- Recognize what motivates others
- Choose and implement the style of indirect influence best suited to a specific situation
- Influence others successfully and consistently.



The Team-Building Workshop: A Trainer's Guide

The Trainer's Workshop Series

Payne, Vivette

Of all the challenges faced by organizations today, team-building ranks as one of the biggest—and most critical. With organizations increasingly dependent on high-

performance teams for virtually every imaginable activity, teamwork has become a major business strategy—and getting teams to work an absolute necessity.

THE TEAM-BUILDING WORKSHOP was written specifically to help readers design and lead a two-day team-building workshop that achieves measurable results. Using the six-step team-building process and wealth of ready-to-use training materials, readers will be able to:

- Recognize when team building is the right solution
- Generate true commitment to team building
- Handle resistance to team building
- Accurately assess the team’s needs
- Cure dysfunctional teams, resolve team conflict, and rebuild team trust
- Use team building to improve productivity, quality, and customer satisfaction.



The Project Management Workshop

The Trainers Workshop <TM> Series

Taylor, James

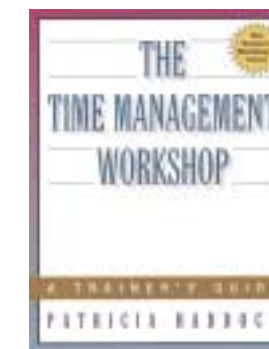
From leading business thinkers to frontline employees, most everyone agrees: Not only is more and more organizational work becoming

project-oriented, but the pressure is on to accomplish projects in less time, with better results, and with fewer resources.

This new reality is making project management one of the most important and frequently requested topics for corporate trainers—and yet one of the most difficult disciplines to teach. In fact, most companies lack the expertise to handle the topic, resulting in expensive out-of-house training.

Enter THE PROJECT MANAGEMENT WORKSHOP. Fourth in a much-needed series of “train the trainer” workbooks, it supplies the information and tools needed to design and deliver effective, on-target corporate training sessions on project management.

Packed with lecture notes, examples, problems, worksheets, overheads, and more, this hands-on trainer’s manual is perfect for both professional trainers who need a crash course on project management and experienced project managers who need explicit training instruction.



The Time Management Workshop: A Trainer's Guide

The Trainer's Workshop Series

Haddock, Patricia

If there’s one thing most employees agree on it’s that in today’s get-more-done-with-less workplace, there are simply not

enough hours in the day or days in the week to get the job done. And no wonder—according to recent research, more than 50 percent of all American businesses have downsized, and the average employee now does the work that 1.3 people did only a few years ago!

Which is exactly why time management is one of the hottest and most requested training topics. Now trainers have an invaluable resource to help them teach critical time management skills. Sixth in a much-needed “train the trainer” series, THE TIME MANAGEMENT WORKSHOP includes everything necessary to design and deliver a two-day workshop on time management—all in one place. There is no need to reinvent the wheel and build a new program from scratch.

Ready to use as is or to customize to meet specific business needs, THE TIME MANAGEMENT WORKSHOP is loaded with overheads, lecture notes, handouts, exercises, examples, problems, and step-by-step instructions that both novice and experienced trainers will find to be the perfect addition to their training



The Leadership Investment: How the World's Best Organizations Gain Strategic Advantage through Leadership

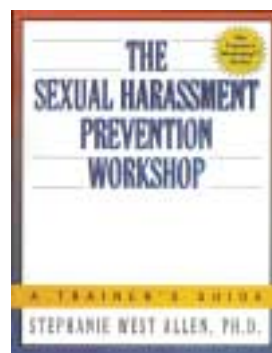
Fulmer, Robert M.; Goldsmith, Marshall

Economies rise and fall. Technologies come and go. But companies that develop outstanding leadership within their ranks can weather any business storm. "Leadership," say authors Fulmer and Goldsmith, "is the future's only source of sustainable competitive advantage."

Their new book presents a sweeping overview of the best practices in leadership development today. Rich with the distilled experiences of the world's most advanced programs, THE LEADERSHIP INVESTMENT focuses on six exemplary organizations and their varied approaches to leadership development:

- Arthur Andersen—its unparalleled use of quantifiable data in assessing the impact of its extensive educational efforts
- General Electric—known for its Crotonville "campus," often called "a staging ground for corporate revolutions"
- Hewlett-Packard—how it made the transition to the computer industry through geographic, ethnic, and gender diversity
- Johnson & Johnson—its use of "Executive Conferences" to wipe out complacency and short-term thinking
- Royal Dutch Shell—how it developed "scenarios" as a tool for future-focused learning
- The World Bank—its one-week "poverty modules," when participants live in environments like those they exist to serve.

With additional examples from business schools, corporate universities, and consultancies, THE LEADERSHIP INVESTMENT reveals many intriguing approaches for creating tomorrow's leaders.



The Sexual Harassment Prevention Workshop

The Trainer's Workshop™ Series

Allen, J.D., Stephanie West

Here's a sure-fire formula for failure: institute a sexual harassment training program that focuses exclusively on "wrong" behaviors. Maybe pepper it with gender stereotypes of predatory men and helpless women. Then call it a day, hoping you have washed your hands of any legal liability.

Unfortunately, that's what many companies and corporate trainers do. Now there's THE SEXUAL HARASSMENT PREVENTION WORKSHOP—a complete tool kit for trainers who want to lead more effective, more positive workshops.

The course promotes respectful, collaborative relationships between men and women. It addresses the most common learning styles, so employees actually retain the information. And it links sexual harassment training to skills used in daily work life, like managing, mentoring, and working in teams.

Complete with overheads, handouts, and step-by-step instructions, this complete "train the trainer" workbook can be used as an off-the-shelf course or as a springboard for designing more tailored programs.



How to Mind- Read Your Customers: Using Insights from Psychology to Increase Sales and Develop Better Business Relationships

Snyder, David P.

Strategies for sales success—using the principles of behavioral psychology.

What's the most important factor in becoming a successful salesperson? Is it ambition and drive? Maybe it's enthusiasm. Or, maybe, success in sales just boils down to good old-fashioned hard work.

While all of these things no doubt contribute to sales success, the real key, according to David Snyder, is understanding and knowing how to read different personality types—including one's own. HOW TO MIND-READ YOUR CUSTOMERS, which is based on Snyder's popular seminar, shows readers how to use the principles of behavioral psychology (made easy and accessible) to master the art and science of salesmanship. Using the book's wealth of useful ideas and tools, readers will:

- Gain insight into their own personalities
- Identify their strengths and weaknesses
- Gain a better understanding of themselves
- Understand and relate better to others
- Size up people as early as the first phone conversation
- Improve relationships with customers
- Enhance teamwork
- Eliminate mistakes in communication
- Make a great first impression
- Increase sales!

Innovative and empowering, yet down-to-earth and humorous, this book is an invaluable resource on how to take selling skills to the next level.

**Enjoy a 5% discount
by placing order
on-line via
www.pmsbookshop.com**

Title	Packing Note	Code	Selling Price
A manager's guide to financial analysis	Self study pack with template disk	B12558	HKD 2,268
A manager's guide to human behavior	Self study pack	B08062	HKD 1,668
A trainer's guide to training tough topics		0814470742	HKD 780
Accidental salesperson		0814470831	HKD 220
Achieving the competitive edge with customer service	Self study pack	B04504	HKD 1,668
Assertiveness for career and personal success	Audio cassette with workbook	B04660	HKD 1,668
Assimilating new leaders		0814406459	HKD 360
Auditing your human resources department	Binder	0814470769	HKD 1,560
Beyond the basics: Intermediate finance and accounting for nonfinancial managers	Self study pack	B04717	HKD 1,668
Building positive participation	Binder	0814471137	HKD 1,560
Business driven compensation policies		081440541x	HKD 1,200
Career development in the changing workplace	Self study pack	B04814	HKD 1,548
Cash flow: Planning for profit	CD-ROM	B04180	HKD 3,540
Championship teams	CD-ROM	B04059	HKD 3,540
Coaching for top performance	Self study pack	B04903	HKD 1,548
Compensating new sales roles		0814471064	HKD 780
Compensation: How to develop effective reward programs	Self study pack	B05020	HKD 1,908
Competitive strategies: How to develop marketing strategies and tactics	Self study pack	B04997	HKD 1,908
Creating web-based training		0814471072	HKD 480
Critical thinking techniques: Finding better solutions	CD-ROM	B04202	HKD 3,540
Developing an employee orientation and training program	Self study pack	B0525X	HKD 1,860
Developing basic job skills in the workplace	Self study pack	B05276	HKD 1,548
Effective competency modeling and reporting		0814405487	HKD 1,140
Effective succession planning		0814470807	HKD 780
Effective team building	Audio cassette with workbook	B05365	HKD 1,980
Escape from cluelessness		0814470718	HKD 300
Finance and accounting for nonfinancial managers	Self study pack	B13198	HKD 1,908
Finance and accounting for project management	Self study pack	B05403	HKD 1,908
First level leadership: Supervising in the new organization	Self study pack	B11535	HKD 1,908
First line supervision	Self study pack	B11934	HKD 1,668
From the outside in		0814479812	HKD 220
Fundamentals of finance for nonfinancial managers	CD-ROM	B11136	HKD 3,540
Fundamentals of marketing	Self study pack	B10350	HKD 1,668
Gaining competitive advantage with shared leadership teams	Self study pack	B12329	HKD 1,908
Get weird!		0814471145	HKD 215
Getting more done through delegation	self study pack	B05845	HKD 1,668
Getting up to speak	Audio cassette with workbook	B05969	HKD 1,860
How to be an effective facilitator	Self study pack	B10326	HKD 1,548
How to be an effective sales manager	Self study pack	B06132	HKD 1,908
How to be an effective supervisor	Audio cassette with workbook	B06167	HKD 1,860
How to delegate effectively	Audio cassette with workbook	B05845	HKD 1,860
How to deliver exceptional customer service	Audio cassette with workbook	B0637X	HKD 1,980
How to develop the strategic plan	Self study pack	B06477	HKD 1,908
How to lead a business process improvement effort	Self study pack with disk	B06663	HKD 1,908
How to lead successful project teams	Audio cassette with workbook	B06647	HKD 1,860
How to make teams work	Self study pack	B06701	HKD 1,548
How to manage conflict in the organization	Self study pack	B06779	HKD 1,668
How to manage your priorities	Self study pack with disk	B06957	HKD 1,548
How to mind-read your customers		0814405991	HKD 220
How to negotiate the sale from start to finish	Audio cassette with workbook	B0699X	HKD 1,860
How to plan and conduct productive performance appraisals	Self study pack	B0704X	HKD 1,668
How to plan and run productive meetings	Self study pack	B07147	HKD 1,668
How to qualify for ISO 9000	Self study pack	B07287	HKD 1,908
How to recognize and reward employees	Self study pack	B07317	HKD 1,860
How to sharpen your business writing skills	Self study pack	B12019	HKD 1,668
How to supervise in today's workplace	CD-ROM	B04199	HKD 3,540
How to write a business plan	Self study pack with Plan Writersoftware and reference manual	B07597	HKD 2,988
How to write a marketing plan	Self study pack with Plan Writer software and reference manual	B11594	HKD 2,988
Interpersonal communication skills in the workplace	Self study pack	B07732	HKD 1,548
Interpersonal negotiations: Breaking down the barriers	Self study pack	B07767	HKD 1,668

Note: Price is valid till October 2001

Title	Packing Note	Code	Selling Price
Is it always right to be right?		0814470955	HKD 200
Keeping customers for life	Self study pack	B07848	HKD 1,668
Keeping the people who keep you in business		0814405975	HKD 340
Knock your socks off service on the phone	Audio cassette with workbook	B1187X	HKD 1,079
Knock your socks off service recovery		081447084x	HKD 220
Leadership skills for manager	Self study pack	B07929	HKD 1,668
Listen and be listened to	Audio cassette with workbook	B0797X	HKD 1,860
Loyalty-based selling		0814471048	HKD 220
Making change happen one person at a time		0814405282	HKD 340
Managing and achieving organizational goals	Self study pack	B08097	HKD 1,548
Managing the customer satisfaction process	Self study pack	B08178	HKD 1,548
Managing workplace negativity		0814405827	HKD 270
Motivating salespeople through incentives and compensation	Self study pack	B08259	HKD 1,548
Performance appraisals: How to achieve top results	Self study pack with disk	B08410	HKD 1,908
Personal strategies for managing stress	Self study pack	B08496	HKD 1,668
Planning strategies	CD-ROM	B04040	HKD 3,540
Practical problem solving skills in the workplace	Self study pack	B08984	HKD 1,548
Presentation success: How to plan, prepare, and deliver effective presentations	Self study pack	B1156X	HKD 1,548
Proactive sales management		0814405452	HKD 300
Project management estimating: Scope, timeline, resources	CD-ROM	B11616	HKD 3,540
Project management: Planning and scheduling	CD-ROM	B11128	HKD 3,540
Quality tools for continuous improvement	CD-ROM	B11705	HKD 3,540
Seven power strategies for building customer loyalty		081440569x	HKD 300
Smart talk: The art of savvy business conversation	Audio cassette with workbook	B09344	HKD 1,668
Step up to consultative selling	CD-ROM	B04210	HKD 3,540
Strategic planning	Audio cassette with workbook	B09417	HKD 1,860
Successful interviewing	Self study pack	B11985	HKD 1,668
Successful leadership	CD-ROM	B04016	HKD 3,540
Successful negotiating	Self study pack	B09514	HKD 1,668
Successful project management	Self study pack	B06183	HKD 1,908
Taking control with time management	Self study pack	B11179	HKD 1,548
Team workout		081447120x	HKD 480
Telephone selling: A consultative approach	Audio cassette with workbook	B11519	HKD 1,860
The 108 skills of natural born leaders		0814406467	HKD 300
The benchmarking course	Self study pack	B04687	HKD 1,908
The coaching skill-builder activity pack	Binder	0814471129	HKD 1,600
The complete guide to accelerating sales force performance		0814406505	HKD 1,000
The complete guide to training delivery		0814404901	HKD 1,000
The conflict management skills workshop	Workshop	0814470920	HKD 420
The customer differential		081440622x	HKD 300
The E-aligned enterprise		0814406254	HKD 340
The employee recruitment and retention handbook		0814405525	HKD 900
The fearless executive		0814405657	HKD 280
The forward-focused organization		0814406033	HKD 340
The inner work of leaders		0814405908	HKD 300
The interpersonal communication workshop	Workshop	0814470858	HKD 420
The leadership investment		0814405584	HKD 340
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Note : Price is valid till October 2001