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New Training Tools

Customer Interaction Skills

Customer Interaction Skills is a course designed to complement service technician's technical training by improving their communication skills and understanding of good customer relations. It also may be beneficial to service managers and other service personnel who have direct or phone contact with customers.

This seminar intends to teach the techniques and skills needed to evaluate situations quickly and effectively, respond to customers' needs and concerns in a way that ensures satisfaction, complete calls so that customers remain satisfied with a company's products and service, restore satisfaction when customers become dissatisfied or angry and feel competent as part of the professional account team dedicated to serving customers.

For more information, contact:
CONCOURSE Corporation, 2626
East 82nd Street, Suite 215, Min-
neapolis, MN 55420.

Communication Skills for Managers

Session Design—Communications is a management and supervisory development program that develops practical interpersonal communication skills. Now available from Training-Resource Corporation, the program trains managers how to listen to others and check back for understanding before taking action, to express themselves effectively in a variety of management situations and to reinforce messages with nonverbal signals.

This Session Design package includes all the materials trainers need to conduct a full-day, interactive, skill-building session. The Leader's Manual gives an overview of the entire program and includes complete instructions for running each program element. The Leader's Background

Reading summarizes basic communications theory. The Handout Masters' Booklet provides exercises and fact sheets the trainer can reproduce on an office copier. Audiotapes add realistic verbal skill models and skill-building interactive exercises. Overhead transparencies reinforce key points.

Session Design—Communications is flexible. The trainer can use it as a complete program or to supplement an existing program by adjusting activities that fit time constraints and training needs.

Session Design—Communications is available on a free, 15-day examination basis. Cost of this program is \$189.95. For more information, contact: **Training Resource Corporation**, Five South Miller Road, Harrisburg, PA 17109.

Training Applications of Technology

Educational technology's increasingly important role in the education and training programs of business, the armed forces and academic institutions is reflected in a publication based on presentations given at the fifth national Conference on Communications Technology in Education and Training.

The book deals with the practical training applications of technology. Some of the topics covered are computer-based instruction, simulation and gaming, interactive systems, use of technology by the armed forces, use of teleconferencing for training, and college and university use of communications technology to serve industry. It also covers the assessment of delivery systems available for instruction, the adequacy and cost effectiveness of existing technology, academic capability to meet industry training needs and fostering campus/business links.

The 242-page book is entitled *Using Technology for Education and Training*. The price is \$25.00 prepaid. A \$2.00

shipping and handling charge is added to orders to be paid for later. Orders or requests for more information should be directed to: **Information Dynamics, Inc.**, 111 Claybrook Drive, Silver Spring, MD 20902.

Second Generation CRT Image-Recording Outfit

An outfit that enables users to make instant color prints of images created on a 9-, 12-, 13- or 19-inch computer terminal is available from Eastman Kodak Company.

The Kodak Instagraphic CRT print imager is a modular system that provides flexibility in the documentation of still images displayed on a video or computer screen. In addition to its instant printmaking capability, the imager can be used to produce conventional color slides and prints of the video image by using a 35mm single-lens-reflex camera, not provided with the outfit.

The imager's camera and light-gathering cone unit attach to any of

four adaptors that enable the user to photograph computer graphics displayed on 9-, 12-, 13- or 19-inch video terminals. The camera unit provides the correct lens-to-screen focal length and partially corrects for screen distortion.

The new unit is a completely different design from the current Kodak Instagraphic CRT imaging outfit introduced last year. The original outfit will continue to be available. For more information, write: **Eastman Kodak Company**, 343 State Street, Rochester, NY 14650.

Computerized Career Development

Discover for Organizations is a microcomputer-based career development system designed to help HRD professionals meet the challenge of making a quality match between the employee and the organization. The Discover software package combines current career development theory with microcomputer and software technology. Assessments, career information and planning activities are all offered on the computer.

Discover helps employees become aware of and improve their fit with the organization. They can plan their careers in concert with the organization's needs. Users gain awareness of career opportunities and their own interests, skills and values. They are helped to set and reach realistic goals.

The Discover software package can be leased on an annual basis and is renewable for successive years. A reduced license fee applies to additional copies of the system that are covered by the same license agreement. The initial license fee covers a period of one year following delivery. For further information, write: **The American College Testing Program**, Educational Services Division, P.O. Box 168, Iowa City, IA 52243.

Analog Communications Systems Training

LAB-VOLT, a designer and producer of technical training systems, now has a systems-level analog communications training program on its

list of high-tech training systems. The Analog Communications Training System combines the components, circuits and devices with operating features that are common to communications systems now used by industry and the military.

Switchable fault-insertion within the system permits instructors to cause common system and component malfunctions. Students build skills by troubleshooting these malfunctions. LAB-VOLT's training systems combine courseware with hands-on applications using durable training equipment. All are modular, allowing instructors to custom design educational programs to fit student needs.

For a free catalog of all LAB-VOLT training systems or more information, write: **LAB-VOLT**, P.O. Box 686, Farmingdale, NJ 07727.

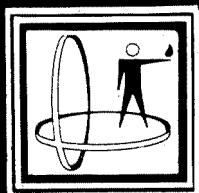
A Traveling Presentation Aid

The Ghent Voyager is a traveling presentation aid for executives, educators, speakers, salespeople and others who use visuals. The Voyager features Ghent's erasable/reusable flip chart called Re-Mark-A-Chart™. Ghent's colored erasable and washable markers both work on the Re-Mark-A-Chart™ sheet surface, allowing the message to be prepared in advance or customized during the presentation. The Ghent Voyager allows the presenter to take his or her show on the road.

The product includes ten Re-Mark-A-Chart™ sheets in a protective tube, a telescoping aluminum easel, a folding burgundy vinyl backboard with aluminum marker tray, four assorted erasable markers, a urethane eraser, four assorted washable markers and a burgundy vinyl carrying case into which all the parts fit.

The Voyager is lightweight and can be carried by reinforced handle grips or a shoulder strap. It tucks into most overhead airplane compartments, hangs in the valet storage area or fits into the back seat or trunk of an automobile.

For more information about the Ghent Voyager, write: **Ghent Manufacturing, Inc.**, South Street at Cherry, P.O. Box 355, Lebanon, OH 45036.



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