

NEW TRAINING TOOLS



Measurable Productivity Improvement in 8 Weeks.

PRODUCTIVITY IMPROVEMENT SYSTEM

"Resources Management" can involve supervisors and key employees in practical, resource-saving projects. Designed as a productivity and profitability improvement system, the completed project time by each participant is eight weeks which can generate annual savings to the organization. Skills training is designed for minimal interruption of normal work activities and is conducted in-house by your own staff. *Free* brochure. **Development Dimensions, Int'l.**

For more information, circle No. 209 on reader service card

DELEGATION STUDY PROGRAM

In many ways, delegation is to the manager what "the handoff" is to the quarterback. In the 11-minute film, "The Handoff: A Study in Delegation" Dr. Warren H. Schmidt, business consultant and professor of organizational behavior uses the football analogy to propose some important guidelines for the art of delegating authority. These guidelines are demonstrated in vignettes played within a corporate setting. Available for preview, rental and purchase. **Salenger Educational Media.**

For more information, circle No. 212 on reader service card

SALES TRAINING HANDBOOK

This re-issue of the "Sales Trainer's Program Handbook" is a revised, updated, and expanded version of films, videotapes and other audiovisual materials for sales training. The 258-page directory contains guidelines for renting and previewing prepackaged programs, along with advice on how to use them. The *Handbook* also contains analyses of over 200 programs preselected for their suitability for training new salespeople, in techniques of prospecting, presentation making, time management and communications skills. \$29.50.

Olympic Media Information.

For more information, circle No. 227 on reader service card



"DEALING WITH PEOPLE"

This is a 12-minute film about effective customer service, the basic skills. Your people can learn that effective customer service is effective only when the customer thinks it is! They'll learn that job satisfaction is an important by-product of giving good service; that better communication means better customer service. The results of this film may provide to audience participants motivation to learn skills involved in effective customer service, help them assess their strengths and weaknesses in dealing with people and help the trainer conduct a session in effectively dealing with people. Available for preview, rental and purchase. **Salenger Educational Media.**

For more information, circle No. 200 on reader service card



CAREER MANAGEMENT

A means of offering employees career management guidance is now available in a series of self-training modules. These modules are designed to provide guidance in each of the fields they deal with. The advantages of one-on-one counseling are featured with voluntary employee participation. Subjects included are: Managing Your Career; Life Planning; Pre-Retirement Planning, Dealing With Job-Related Stress; The Emerging Role of Women in Business and others. The subjects include two audio-cassettes and a manual of checklists and worksheets. **Management Decision Systems, Inc.**

For more information, circle No. 206 on reader service card



MANAGEMENT DEVELOPMENT PROGRAM

"Managing Human Performance" is a three-day packaged program for an organization's in-house use. It is designed to teach managers how to set objectives, assess performance and potential, and how to communicate results in a positive, motivating way. The program is described in a 12-page brochure.

Assessment Designs, Inc.

For more information, circle No. 208 on reader service card



VIDEOCASSETTE INSPECTION

This unit (VIM-530) can provide video libraries/distributors with a way to check their videotapes for defects and damage. The machine inspects "over-recordings," tape-edge damage, jammed cassettes, loss of control or audio track and long-term dropouts. It operates at high speed . . . up to 30 times normal playing speed. Available in dual beta, dual VHS, or intermix beta and VHS format. *Free brochure from Research Technology, Inc.*

For more information, circle No. 215 on reader service card



FAST-TALKING PREVIEWER

The "Cinescan" offers a compact tabletop previewer, less than three feet wide, with optional speech processing capability. It eliminates the need for separate-previewing rooms, projectors and screens. Projector rooms can be equipped with several of these units so more than one film can be previewed at a time. The 48-square inch viewing area (six-inch by eight-inch) and dual speakers, features easy one-hand threading and simplified controls that cut viewing time in half. The unit can be a welcome addition to users' film operation enabling the film content to be examined without running the film through a projector and facilitating the final steps of visual inspection as well as editing and timing. *Free literature available upon request.* **Research Technology, Inc.**

For more information, circle No. 211 on reader service card

VIDEOCASSETTE RECORDER

The 3/4-inch video-cassette recorder (VO-4800) has built-in back-space and high-speed picture search functions. The back-space edits using either the camera trigger or a VTR as the control. Specifications that have been improved include a video signal-to-noise ratio of better than 45 dB and horizontal color resolution of 260 lines. The unit is smaller, lighter and designed to be more power efficient. Accessories include an external antenna connector, AC power adaptor, camera cable connector, etc. **Sony Video Products Co.**

For more information, circle No. 218 on reader service card



PROJECTOR REMOTE

Model 2075 provides wireless forward and reverse operation of Kodak projectors, as well as many other pieces of audio-visual equipment. Utilizing a two-channel transmitter and receiver, the model provides two separate wireless remote operations with a range of up to 200 feet. The remote is engineered to reduce set-up time and eliminate the safety hazards created by using cards between the equipment and the operator. Can be used when building new meeting facilities or remodeling existing ones. \$159.95. **Ly-Co Sales.**

For more information, circle No. 207 on reader service card

OVERHEAD PROJECTOR

The Metro-Lite ME-76 high intensity overhead transparency projector uses a 1200-watt HMI lamp. A 12-foot image at 75 feet produces 3,500 screen lumens. Average lamp life is 1,000 hours. Copy size is 10 inches by 10 inches and accepts color or black and white transparencies. This projector is available with color temperature close to daylight and it has a variety of lens systems. **George R. Snell Associates, Inc.**

For more information, circle No. 216 on reader service card



AV TOOL

A one-projector slide show can have that "dissolve-look" without the expense or inconvenience of needing a two-projector dissolve system. AUTO-FADE is a compact fader. It is designed to eliminate the abrupt light changes you get with one projector and replaces it with automatic fading from one projected slide to the next. \$99.50. **Kimchuk Mfg.**

For more information, circle No. 203 on reader service card

AUDIOVISUAL CATALOG

This 16-page catalog contains over a thousand products for media handling needs. The catalog features shipping and storage cases for 3/4-inch and 1/2-inch videocassettes and a full line of metal reels, cans and cases. It also includes editing equipment and supplies. **Plastic Reel Corporation of America.**

For more information, circle No. 201 on reader service card



INSTANT-REPLAY PROJECTOR

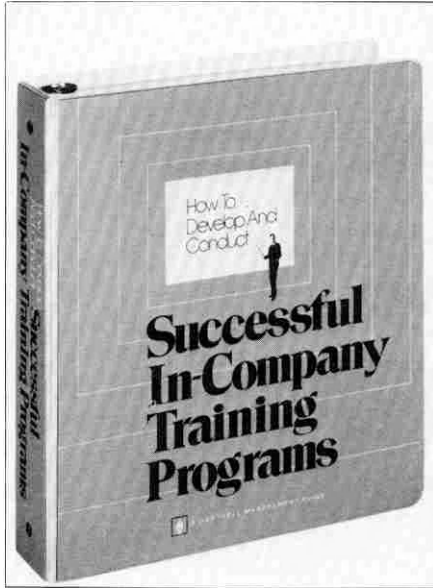
Here is a super-8 projector that permits the user to play any part of a film over again without delay. This feature is intended to be beneficial in selling and training. This quick reshooting adds impact to sales presentations and can increase the effectiveness of training programs. The projector weighs 17 pounds, has its own projection screen and folds up to look like a compact attache case. It can also project onto a wall screen and will fit under an airplane seat. **Fairchild Industrial Products.**

For more information, circle No. 210 on reader service card

SUPERVISORY INVENTORIES

This tape can provide descriptions of supervisory/management inventories on "Communication," "Human Relations," "Safety," "Leadership and Motivation," "Managing Change," and "Time Management." The cassette is designed to explain uses, administration, scoring and some special tips on how to use the inventories effectively. **Dr. Donald Kirkpatrick.**

For more information, circle No. 228 on reader service card



MANAGEMENT GUIDE

"Successful In-Company Training Programs" is an easy-to-follow basic guide to help you train your employees. The guide is designed to be practical, informal, easy to understand and to give you the training results you want. By following its procedures you may be able to reduce training time, costs, and grievances . . . and improve employee morale and production. Included are checklists, forms and charts you can use to start a training program or strengthen your present one. \$59.50. **The Dartnell Corporation.**

For more information, circle No. 205 on reader service card

MULTI-MEDIA PROGRAMMER

The Micro Star II Programmer features eight dissolve rates, including soft cut, a no advance no delay system and one auxiliary. Three programmers can be joined together to play back shows. This unit is 2½ inches by 8 inches by 8½ inches and weighs about four pounds. \$795.00. **Clear Light Inc.**

For more information, circle No. 224 on reader service card

CURRICULUM GUIDE

This guide describes motion-picture based programs in leadership skills and business controls, sales skills and business and office occupations skills, etc. It contains easy-to-follow charts which list important topics, such as planning, problem solving, motivation, management-by-objectives, productivity and levels of responsibility. Included are charts on general development plans for supervisors and managers. The charts indicate the recommended order the film programs should be used at each level. A program development planner is also included to explain how the user can develop programs to meet individual needs. For a copy of "Management, Business and Sales Educational Curriculum Guide" — **NEM, Inc.**

For more information, circle No. 202 on reader service card

OD CONSULTANT'S RESOURCES

Internal consultants can develop: individuals, client-consultant relationships, one-on-one relationships, groups, intergroup relationships and also gather organization diagnostic data, with a collection of 160-plus pages of guides, instruments, activities and exercises. The materials can be used to design a variety of seminars/workshops, or training, counseling and consulting sessions. Purchasers receive a binder/portfolio which contains a planning copy of all guides and materials plus tabs. Accompanying these materials is a set of reproducible masters without holes and a license to duplicate and use indefinitely in their organization. **ODS Publications, Inc.**

For more information, circle No. 204 on reader service card

VISUAL AID

The ektagraphic slide projector (model S-AV 2030) can be useful to those who make slide show presentations overseas. Features include a two-lamp, quick-change capability. Should the primary lamp burn out during a presentation, a reserve lamp can be brought into position. The projector has a quick-cut circuit. This allows flash-like bursts of light to be projected on the screen when there is an empty slide mount. Also offered is a built-in zero-position circuit which enables the slide tray to automatically return to the zero position. The projector can be used for training, trade-show exhibits, meeting-room installations and other situations where slide projectors are left unattended. **Eastman Kodak Co.**

For more information, circle No. 247 on reader service card

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