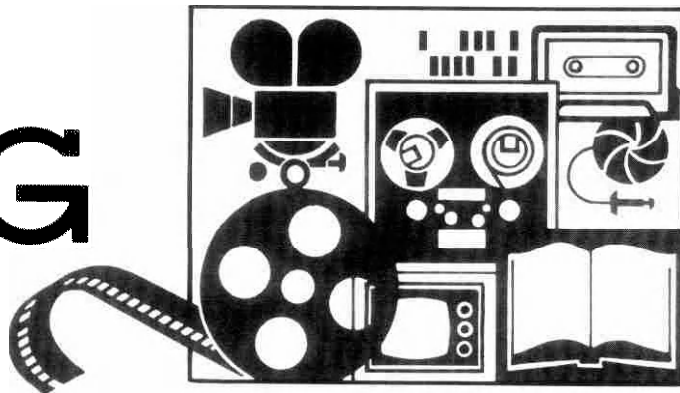


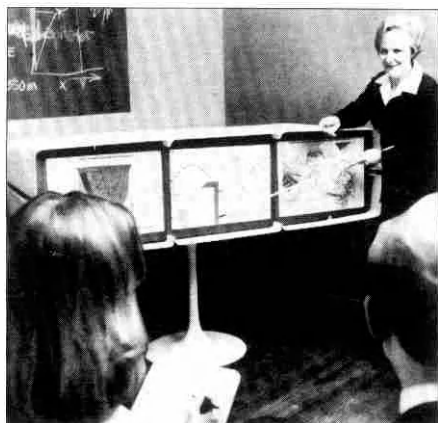
# NEW TRAINING TOOLS



## "SLIDEFAX"

Anyone having facsimile units which transmit and receive over telephone lines can take advantage of this service. This slide ordering service, "Slidefax," is available for anyone who may need slides for important, last-minute presentations. Thousands of artwork slides are already in stock and special slides may then be created. **Visual Horizons.**

*For more information, circle No. 243 on reader service card*



## THREE-PROJECTOR UNIT

The pedestal-mounted Space Scan 3000 has three 16-inch by 22-inch high-gain screens for displays, at trade shows, training sessions and many other applications. The rear-projection module accommodates up to six carousel-type slide projectors and dissolve control equipment for triple screen dual dissolve presentations. The unit measures 68 inches wide, 34 inches deep and 49 inches high. Catalog available.

**Rappaport Exhibits, Inc.**

*For more information, circle No. 236 on reader service card*

## MOTIVATIONAL PROGRAMS

These motivational programs are designed for coping with a recent phenomenon called Professional Burn Out and may be able to increase employee productiveness and effectiveness. **Beacon Guide Motivational Programs.**

*For more information, circle No. 253 on reader service card*



## VISUAL-MAKING KIT

The Presenter's Visual Kit contains materials and tools needed to create overhead projection transparencies and is designed for the business traveler. Items in the kit include Design-A-Visual grids, transfer letters and symbols, write-on film, mounting frames and marking pens. There is a supply of plain paper copies film which can be used in any copier to create overhead transparencies. Also included is an eight-page full-color "how to" booklet which gives step-by-step instructions in preparing overhead transparencies, outlines, presentations techniques and procedures. **3M.**

*For more information, circle No. 234 on reader service card*



## PRODUCT BROCHURE

This 32-page, 1981 catalog features three product lines: AV, TV and office furniture. Many applications and ideas are offered. *Free copy available.*

**Bretford Manufacturing Co., Inc.**

*For more information, circle No. 249 on reader service card*

## "SELL PROUD"

A 22-minute film, "Sell Proud" can show salespeople how to do an "about-face" in attitude that may be able to help boost their income and your profits! Earl Nightingale, the dean of personal motivation, believes in himself and what he's doing. He shows salespeople how to make this sale commitment. A meeting leader's guide is included. Available for purchase and rental. **Dartnell.**

*For more information, circle No. 230 on reader service card*

## "SLIDE/SOUND SHOW"

Now you are offered a system where you can put up to 1,000 color slides and nearly five hours of narration on a single videotape cassette. The service is designed to allow conversion to U-Matic, Beta and UHS formats, making it possible to duplicate slide/sound shows and ship them to many locations. Once the conversion to tape is made, duplicate cassettes can be produced. The conversion service may offer these applications: (1) Business executives can prepare presentations for viewing by audiences in several locations simultaneously; and (2) Corporations with several branch offices can communicate from headquarters. **Visual Horizons, Inc.**

*For more information, circle No. 239 on reader service card*



## TRAINING PROGRAM

This training kit, "Basic Electrical Troubleshooting," can help maintenance and service people gain a practical understanding of common electrical defects. The kit includes a color 35mm slide presentation, cassette tape, instruction guide, and testing materials. A five-day free preview is available.

**Industrial Training, Inc.**

*For more information, circle No. 245  
on reader service card*

## PRICE OBJECTIONS IN SALES

A mathematical approach is taken to handling price objectives in this 30-minute film, "Your Price Is Right . . . Sell It!" Joe Batten shows salespeople how they can meet price objections by the use of addition, subtraction, multiplication and division. Your salespeople should no longer fear the price, or back away from a price objection, or even worse apologize for their price. Once they become convinced that their price is right and because they know how to sell it they can begin to welcome price objections as sales opportunities. **Dartnell.**

*For more information, circle No. 251  
on reader service card*

## "THE CHALLENGE OF OBJECTIONS"

One of the facts of life that a salesperson learns early in his/her career is that customers do not automatically accept what they have to say about their product. A salesperson's skill lies in their ability to meet this "challenge." A touch of humor and irony highlight this serious look into the problems, frustrations and challenges of selling. In this film, "The Challenge of Objections," a salesman and his sales manager are faced with typical, but tough customers with very real objections. Because objections handled skillfully can provide an early opportunity to close the sale. This film can help salespeople to have new outlooks on their jobs, perhaps an improved perspective and an approach to selling that may result in new levels of performance for every person on the team. **Dartnell.**

*For more information, circle No. 252  
on reader service card*

## SALES PUBLICATION

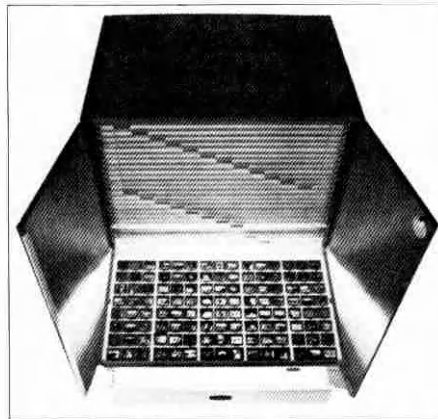
The publication, "Personal Selling Power", an advisory for sales and marketing executives — is designed to draw attention to the use of nonverbal communication techniques in the personal selling process. The publication features a test to measure verbal and nonverbal selling skills, articles on sales supervision and training. A free sample copy available upon request. **Gerhard Gschwandtner & Associates.**

*For more information, circle No. 240  
on reader service card*

## "WORK PACT"

Have you been looking for a way to break through the "barriers of humor" in conducting training on the serious issues involved in preventing sexual harassment in the workplace? "Work Pact" is a training package built around a board game and is designed to show managers and supervisors how to investigate potential problems and then take appropriate corrective actions. Solutions and scores are based on EEOC guidelines, federal court decisions and case studies developed for the training package. The game package includes 24 participant manuals and a leader's guide. **Kemp & Young, Inc.**

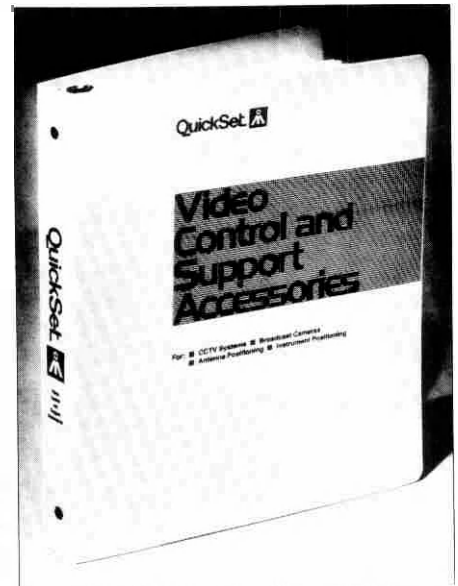
*For more information, circle No. 246  
on reader service card*



## SLIDE STORAGE

Stores slides and transparencies of all sizes and mountings with the Abodia Horizontal Storage System. Moulded Polystyrene plastic trays accommodate 120 slides two-by-two inch. Model 2400 has 20 trays to store 2400 slides and Model 3600 has 30 trays for a 3600 slide capacity. Each tray includes an indexing tab and is illuminated for easy viewing. Illumination is provided by a lighted drawer on telescopic extensions with four straight fluorescent lamps, 40 watts each. Available in a variety of finishes. Clear plexiglas dust covers are optional. **Elden Enterprises, Inc.**

*For more information, circle No. 241  
on reader service card*



## VIDEO PRODUCTS CATALOG

Video support and control products are introduced in this catalog. Featured are camera scanners, pan/tilts and antenna positions. Modular controls include: lens controls, multiple-site controls, etc. A selection of camera housings for indoor and outdoor installations are shown.

**Quickset, Inc.**

*For more information, circle No. 242  
on reader service card*

## JOB SKILLS PROGRAM

Job Survival Skills is a multi-media approach to training individuals in critical personal and interpersonal job survival skills. The program is structured in terms of definable objectives and techniques. Implemented as a total program, it includes 42 activities in 15 units covering approximately 25 hours of instruction. These programs may be able to help you fulfill a need in the development of competencies used to make career decisions. Free catalog available. **Singer Career Systems.**

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

## BUSINESS WRITING

This is a video-and-print course which is designed to teach the basics of business writing. It is a seven-part video-cassette-and-workbook course, "Writing for Work." Available to the private sector and non-profit organizations. The series should be effective for first-line supervisors, administrative assistants, secretaries and recent graduates. The videocassettes are approximately 30 minutes each. Available for purchase or rental. **Time-Life Video Distribution Center.**

*For more information, circle No. 248  
on reader service card*