

## For the Records

Trainers seeking relief from record-keeping misery may find it in Random House's new software. *Training Records—TR* for short—aims to reduce drastically the difficulty, tedium, and time associated with record-keeping and resource-management tasks.

*TR* users can store and analyze budget data, keep track of training courses and attendees, prepare executive summaries and reports, and perform other functions quickly and simply. An optional feature, *TR LINK*, lets users automatically upload and download to and from their company's mainframe computer. It also lets users exchange information with their home and branch offices.

*TR* runs on IBM, PC, XT, AT, Compaq, and other IBM-compatible computers; it requires DOS 2.0, 256K. For further information contact **Random House**, 131 Clarendon, Fifth Floor, Boston, MA 02116, 617/437-1167.

## Sales Training

Learning International introduces several new programs for turning salespeople into super sellers.

*Interactive Listening*, based on the belief that better listeners are better sellers, helps salespeople build rapport with customers. This one-day seminar is designed for small groups (9-12 people) to promote class participation and information retention. The program

uses a variety of learning methods, including video segments and structured opportunities to share ideas.

Another one-day workshop, *Selling Against the Competition*, teaches the skills necessary to prepare for, manage, and win in competitive selling situations. Through self-customized exercises and videotaped lessons, trainees learn analyzing skills for developing competitive selling strategies. The program focuses on the product or service of the trainees' firm, so they can easily apply their new knowledge.

*Professional Telephone Selling Skills*, also new from Learning International, trains telephone salespeople to use skills—not scripts—to control calls, uncover customers' needs, and make sales. The program confronts the unique chal-

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## Special Pre-Conference Workshops

### at the 42ND ASTD NATIONAL CONFERENCE IN ST. LOUIS

Start the learning action early on Saturday, May 17, 1986. Attend a specialized pre-Conference workshop.

Choose from four full-day sessions, each at \$150 for ASTD National members and \$250 for non-members in addition to the regular Conference fee. (Conference attendees register at the member rate). Registration includes materials and lunch.

**For more information, contact the Professional Development Department of ASTD: 703/683-8100.**

### The Technical and Skills Training Seminar

Learn the how-tos of design through delivery of technical and skills training. Needs analysis, task analysis, content development, training management and evaluation techniques will be taught with a focus on the special needs of learners in a technical setting.

### The OD Institute

New to organization development or need to refresh stale skills? Small group interaction and expert coaching will teach you the five phases of OD, how to diagnose organizations and how to act as change agent with individuals, groups and systems.

### Do-It-Yourself Video

Find out the latest in video production at this hands-on program on basic techniques. Learn when and how to use video, the various production roles, lighting effects in video, and equipment needs and uses.

### The HRD Seniors Forum

Explore the leadership role of senior HRD practitioners during this enlightening event. Speakers will address critical competencies for senior trainers, the current state of training and development, and future directions for senior trainers.

See page 37 for the ASTD Conference Registration Form, Section C.



AMERICAN SOCIETY FOR  
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allenges of telephone selling—limited time, lack of face-to-face contact, and the element of surprise—and teaches how to overcome the obstacles they present. Step-by-step learning segments with written exercises are combined with interactive audio- and videotape practice. A self-instruction follow-up exercise and a special coaching segment for managers are also included.

*Telephone Prospecting* helps salespeople make more appointments with highly qualified prospects only. This one-day seminar focuses on using the telephone to locate new prospects, qualifying prospects based on their authority and ability to buy, and setting up appointments.

*Closing* teaches skills for reducing the calls-to-close ratio, shortening the sales cycle, and leaving the door open for future sales. Designed for a group of 9 to 12 people, this one-day program is customized to the trainees' selling situation. It uses a variety of learning methods, including a self-assessment questionnaire and interactive video segments.

For further information about any of the programs above, contact **Learning International**, P.O. Box 10211, Stamford, CT 06904, 203/965-8400.

### Which One Is Right?

Hiring the right job candidate is the topic of *Target Interviewing*. This 22-minute audiovisual program uses a series of vignettes to teach managers effective interviewing techniques.

*Target Interviewing* tells how much to approach interviews systematically. Managers learn how to identify the information they need, how to ask questions that obtain the information, and how to evaluate candidates objectively. The program includes guidance in assessing resumes, digging beyond prepared answers, avoiding illegal questions, and structuring interviews for maximum information gathering.

*Target Interviewing* is available on videotape in 1/2-inch VHS, 3/4-inch U-matic, and Beta formats, and on 16mm film. For further information regarding purchase, rental, or preview, contact the **Bureau of Law & Business, Inc.** 64 Wall St., Madison, CT 06443, 203/245-7448.

## What Do You Need?

McCann & Tashima Training Consultants announce the *Training Needs Assessment Tool (T-NAT)*. Its five-part process helps users determine training needs by comparing what they know to what they *need* to know on their jobs.

This tool can be self-administered, or administered by a supervisor. It can be used to identify the needs of individuals or groups. Users first identify the skills and knowledge required of a particular job. They then rate their ability against that required by the job. (Rating scales are provided.) Users plot their results on a grid, interpret the results based on information provided, and, finally, write a training action plan.

For further information, contact the publisher: **Organization Design & Development**, 101 Bryn Mawr Ave., Bryn Mawr, PA 19010.

## Technical Training

Bergwall announces a new audiovisual training in machinery basics. Each program is self-paced and self-instructional and can be used for either group or individualized training. For further information on the following programs, or a free 15-day preview, contact **Bergwall Productions, Inc.**, 106 Charles Lindbergh Blvd., Uniondale, NY 11553-3695, toll free 800/645-3565 (in N.Y. call collect: 516/222-1111).

■ **Rotating machinery**—The fundamentals of rotating machinery motor control are explained in a five-part program. Topics covered as follows: line diagrams and electrical symbols; interpreting complex line diagrams; reduced voltage starters; part winding and wye-delta starter; and jogging, braking, and plugging. The intended trainee has a minimal background in rotating machinery and in DC and AC electricity.

Each program part is approximately 12 minutes long. The complete pack-

age is available on videotape (VHS) for \$429.00 and in the sound-filmstrip format for \$339.00. A study guide with pre- and post-tests, learning objectives, printed narrations, and a glossary is included.

■ **Rigid electrical conduit**—A four-part audiovisual program teaches how to cut, thread, bend, and install rigid electrical conduit. Trainees need no prior experience working with rigid electrical conduit to benefit from the program. Upon completion, trainees should be able to select and install the proper conduit for the job.

Each program part is approximately 15 minutes long. The complete package is available in the sound-filmstrip format for \$269.00. A study guide with pre- and post-tests, learning objectives, printed narrations, and a glossary is included.

■ **Radial arm saw**—Employees who have never used a radial arm saw can learn through a new audiovisual program how to emphasize safety. In six 14-minute parts the program details the

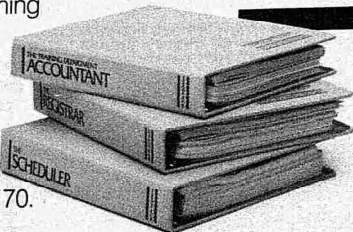
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	forecast	actual	variance	percent
total cost	\$2,337	\$2,248	5-97	96%
cost/seat	593	598	5-4	96%
break even point	23	22	-1	96%
attendees	25	5	-28	28%
cost/attendee	593	5448	5355	479%
billable seats	25	5	-28	28%
cost/billable seat	593	5448	5355	479%
attendee revenue	\$2,588	5588	5-2,888	28%
total revenue	\$2,588	5588	5-2,888	28%

Press space bar to continue.

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following topics: parts identification and setup; crosscutting and bevel cuts; miters and compound miters; ripping; and cutting dados, rabbets, and grooves.

The complete program is available in the sound-filmstrip format for \$399.00. A study guide with pre- and post-tests, learning objectives, printed narrations, and a glossary is included.

■ *Framing square*—A continuation of Bergvall's first framing square program is now available. Framing Square II covers common rafters; hip and valley rafters of equal and unequal length; hip and valley jacks; and stair building. Upon completion of this five-part program, trainees should be able to perform various types of complex measuring, and design layout work in wood construction projects.

This program is available in the sound-filmstrip format for \$339.00. A study guide with pre- and post-tests, learning objectives, printed narrations, and a glossary is included.

## Bend and Stretch and . . .

Latest additions to the exercise video

craze: two programs for computer terminal users.

*Keeping F-I-T at Your CRT* promotes the physical fitness and general well-being of computer operators. The video addresses stress, vision difficulties, and musculoskeletal problems associated with CRT use, and presents exercises and stress-reduction techniques. A companion workbook is included.

Another new video, *Taking Charge*, also focuses on the physical comfort concerns of computer operators. This program includes eye exercises, stress preventives, techniques for correct posture, and other fitness techniques. Accompanying the video are a presentation guide and review cards.

For more information on these programs, contact **Videolearning Systems**, 354 Lancaster Ave., Haverford, PA 19041, 215/896-6600.

## Dissolves Easily

Dukane introduces the *110-3130 Lap Dissolve Control* for increased flexibility

with their PRO-100 slide projector. The new control allows presentation of two-projector dissolve programs without complex multi-image equipment.

Users of the *110-3130* can achieve a dissolve, causing one projector lamp to fade while the other brightens, three ways. They can operate the control manually whenever slide changes are desired, operate with an interface for synchronized slide changes, or flip a switch for continuous dissolves every four seconds.

The control allows two dissolve rates, either a fast slide change with no dark time on the screen or a medium, fixed-rate dissolve.

For further information, contact **Dukane Corp.**, Audio Visual Division, 2900 Dukane Dr., St. Charles, IL 60174, 312/584-2300.

*The New Training Tools column is prepared by Geraldine Spruell. Send inquiries and items for consideration to: Tools Editor, ASTD, 1630 Duke St., Box 1443, Alexandria, VA 22313.*

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