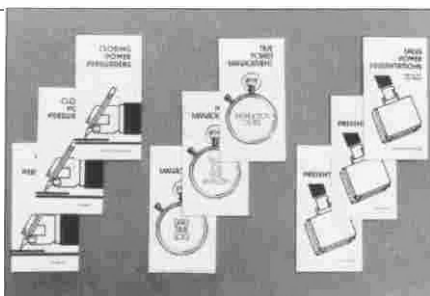


NEW TRAINING TOOLS



SALES POWER SERIES

The "Sales Power Presentations Kit" is designed to promote more effective presentations and increase sales. This self-instruction series uses step-by-step exercises and analytical charts to monitor individual progress. Designed to help salespeople face their three biggest challenges; effective time management, persuasive presentations and confident closing techniques. Each of the three programs is priced at \$6.95 plus 50 cents shipping and handling. Available from **Creative Universal, Inc.**

For more information, circle No. 100 on reader service card

"THE COMPLEAT MANAGER"

This new text by Dr. Alan C. Filley points out the types of organizational structures (craft, promotional and administrative) and, by illustrating the strengths and weaknesses of each, helps managers move into the most appropriate structure. Paperback/\$7.95/248 pages. Also available in cassette format from **Research Press.**

For more information, circle No. 102 on reader service card

ART SLIDE LIBRARY

Choose from 200 35mm creative art slides for management, sales or training presentations. All slides feature a humorous touch and are encased in plastic mounts. Each slide sells for \$3.25 with discounts available for large quantities. Detailed, full-color catalog will be sent free upon request from **RMI Media Productions, Inc.**

For more information, circle No. 106 on reader service card

TRAINING PROGRAM CATALOG

This new, 24-page, full-color catalog of audio visual training programs features complete descriptions of 36 programs for supervisory and management training, instructor training, communicating skills, sales training and employee training. All programs are available in 35mm filmstrips, 35mm slides, or on videocassette. Leader's Guide included in every program. Catalog available free upon request from **Resources, Inc.**

For more information, circle No. 110 on reader service card

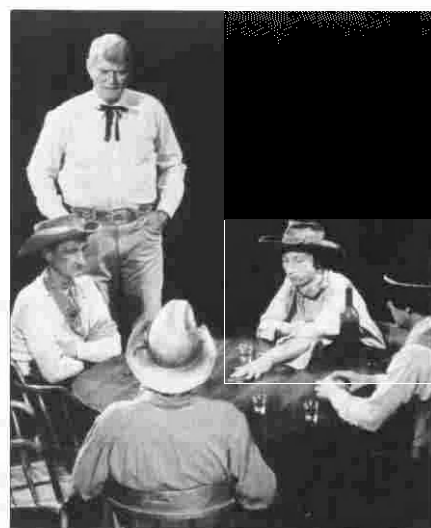


21" REAR SCREEN PROJECTOR

The "CinemaSound 5000" sound/slide projector features a 21-inch, rear screen that is visible from over 60 feet away. Features a 16-watt amplifier and a 10-inch speaker that can reach an audience of over 500 people. Can be used to record and pulse your own program. Weighs 38 lbs. Available at \$695 from **Creaton, Inc.**

For more information, circle No. 105 on reader service card

PLEASE NOTE: The *Journal's* editorial staff exercises rigid controls in the presentation of services and products in its New Training Tools columns, and endeavors to verify suppliers' claims, but assumes no responsibility for the validity of such claims.



DECISION-MAKING FILM

"The Buck Stops Here" is a 6 min./color film that tells the story of the origin of that phrase. Chuck Connors summarizes the premise of the film . . . "The essence of any decision is not how you go about making it — it's the courage to make it!" Available in 16mm, Super 8mm, and videocassette at purchase, preview and rental prices from **Cally Curtis Co.**

For more information, circle No. 101 on reader service card



CASSETTE DUPLICATOR

The "Mini Max" cassette-to-cassette duplicator copies two tracks simultaneously at a speed of 15 ips. Features automatic stop at the end of both record and rewind cycles. Operates on 115 volt current and weighs 26 lbs. Priced at \$495 from **Recordex Corp.**

For more information, circle No. 103 on reader service card