

NEW SALES TRAINING TOOLS



AV SELLING SYSTEM

The "Sound-Slide Selling System" is designed to make salespeople more confident and more competent with audio-visual presentations in selling situations. A two-hour training module covers presentation techniques and equipment operation. Training includes reference to your company's shows, equipment and selling situations. An optional third hour covers techniques designed for your company using your shows and your unique selling situations. \$125 per participant. **Marketing Communication.**

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



TRAVELING CASE

3M Company has introduced a traveling case for its Model 625 sound on slide system. The sound on slide traveling case was developed for sales personnel, training directors and others who travel frequently, and for organizations that often ship the projector-recorder with training programs to field locations. \$99.50. **3M Company.**

*For more information, circle No. 111
on reader service card*

"HOT BUTTON SALESMANSHIP"

This book by Paul J. Micali is designed to explain "Hot Button" sales techniques. Micali covers how to develop a winning sales personality; how to approach a customer and demonstrate a product or service; how to overcome objections; and how to close the sale. Available in hard cover at \$9.95. **Lacy Institute.**

*For more information, circle No. 104
on reader service card*



OVERHEAD PROJECTOR

The "Vu-Graph II" is an overhead projector with advanced optical features, extended lamp life and energy-saving characteristics. The new model is designed for heavy-duty use in classroom, lecture halls, meeting rooms and demonstration areas of all kinds. The unit is available with a standard 14 inch EF lens, or a wide-angle 12½" EF lens.

Charles Beseler Co.

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



MULTI-SPEED VIDEO RECORDER

The TVO-9000 utilizes ¾-inch video-cassettes and is capable of recording in six time modes (72 minutes, 12 hours, 48 hours, 72 hours and 96 hours). The recorder features still-frame, slow motion, and step back capabilities during playback. The recorder incorporates a specially designed head drum that allows clear playback of the picture material free of guard band noise. \$7,500. **Avonix.**

*For more information, circle No. 113
on reader service card*



PROJECTOR WITH SYNC SOUND

A Kodak slide projector with a built-in cassette sound-sync system are all combined in one unit with its own durable U.S. Royalite case with a screen built into the cover. Weighing 19 pounds, the machine will slide under an airplane seat and is easily portable. Sound, sufficient in volume for even large audiences, is provided by a 16 watt PMP amplifier and dual speakers. \$595 complete.

Creatron Inc.

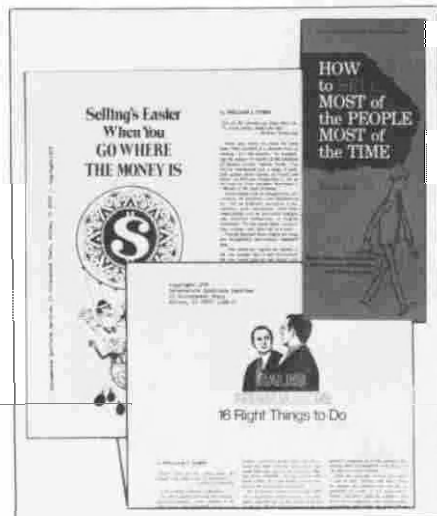
*For more information, circle No. 117
on reader service card*



SUPER 8 PROJECTOR

The "Seventy" and "Galaxy" series projectors feature front and rear screen projection to train one person or a large group. Options include instant replay, rewind and freeze action that can enable a trainee to review material at his or her own learning pace. The projectors are designed to be lightweight and are available in compact models and console units. **Fairchild Industrial Products.**

*For more information, circle No. 107
on reader service card*



SALES PERSUASION

This "sales persuasion/sales builder kit" is designed to be a compact roundup of sales experiences and selling techniques, used by salespeople in a variety of businesses. The three-part package contains a listing of sales tips on how to build and maintain good relations with sales contacts. The kit includes: (1) an illustrated 16-page sales booklet with case histories and a tearout, pocket size checklist of 18 sales tips; (2) a 2,000 word article on the "how-to" of effective sales talks; (3) two pages of "where and how" advice. Copies of the kit are available for \$2.50 from **Salesmakers Syndicate Service.**

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

MOTIVATIONAL FILM

"Power-Packed Selling" is designed to show how to build a relationship of trust between the salesperson and customer. The film gives insights and tools salespeople can use for unlocking doors and dissolving resistance. Determining customer needs and building trust are important skills. "Power-Packed Selling" was developed to demonstrate these skills in action. Available in 16mm, Super 8 or videocassettes at preview, rental and purchase prices. **Creative Media.**

*For more information, circle No. 116
on reader service card*

Leaders Digest



A "How To" guide to more effective business meetings and presentations.

"LEADERS DIGEST"

The "Leaders Digest" is designed to guide leaders of business meetings toward greater productivity. The brochure offers pointers to enable presenters to generate quickly-prepared, efficiently-delivered messages and information, using an overhead projector and visuals. It also includes planning and presentation tips, and a leader's checklist. Available free from **3M Company.**

*For more information, circle No. 115
on reader service card*

SELF-MOTIVATION

"Self-Motivation in Selling" is a new four-film sales training program, featuring Dr. Saul Gellerman. The first three films — "Managing Your Motivation," "Maintaining Your Motivation" and "Renewing Your Motivation" — are for salespeople. Together with the participant's manual which contains exercises that reinforce learning, they show how to use behavioral-science techniques to improve motivation. The fourth film — "For Managers Only" — covers ways sales managers can keep their people at peak motivation. Available for preview, rental and purchase. **BNA Communications, Inc.**

*For more information, circle No. 109
on reader service card*



THE CUSTOMER IS ALWAYS RIGHT

*Featuring Don Veroneau
Help Your Sales Reps.:*

- Avoid Objections
- Close More Sales
- Use Benefits and Features Correctly

*Help them learn the N.C.S.
Sales Technique with this
exciting*

NEW FILM PROGRAM

**EDUCATIONAL RESOURCES
FOUNDATION**
803 - 254-0326
P. O. Drawer L
Columbia, S. C. 29250

Circle No. 136 on Reader Service Card

Employee Opinion Surveys

**AS LOW AS
\$3.00 PER PERSON**

**VALID, RELIABLE
INSTRUMENT MEASURES
10 HIGH IMPACT-AREAS**

- Administrative Effectiveness
- Communication
- Cost & Performance Consciousness
- Employee Motivation
- Goals & Objectives
- Interpersonal Relationships
- Pay & Benefits
- Safety & Work Conditions
- Supervisory Practices
- The Job Itself

Improves two-way communication. Accurately diagnoses organizational problem areas. Easy to interpret report includes recommendations for developmental action plans. For free information write:

**MANAGEMENT RESOURCE
CENTER, INC.**
378 BOSTON POST ROAD
ORANGE, CONNECTICUT 06477
(203) 795-0227

Circle No. 146 on Reader Service Card

SALES TRAINING PACKAGES: FIVE FILM PROGRAMS

- Sell Benefits**
\$350 purchase / \$35 preview / \$80 rental
 - The ABC of Telephone Sales**
\$400 purchase / \$35 preview / \$100 rental
 - Dealing with People**
\$410 purchase / \$35 preview / \$100 rental
 - Listening Makes the Difference**
\$285 purchase / \$35 preview / \$80 rental
 - Questions That Help You Sell: Probing**
\$340 purchase / \$35 preview / \$80 rental
- Preview Rent Purchase

Name _____
 Position _____
 Company _____
 Dept. _____
PHONE _____
 Address _____
 City, State, Zip _____

Salenger Educational Media

1635—12TH ST.
 SANTA MONICA
 CA 90404
 PHONE COLLECT.
 (213) 450-1300

MW-241
 Circle No. 165 on Reader Service Card

NIDO QUBEIN



Outstanding trainer, speaker, motivator and consultant. For your next seminar or convention.

CREATIVE SERVICES, INC., Box 6008,
 High Point, N.C. 27262 (919) 889-3010

Circle No. 154 on Reader Service Card

A/V CARRYING CASE

This totally dust proof carrying case for carousel slide trays and audio cassettes has been designed to protect and hold both 80 and 140-slide carousel trays and up to three audio cassettes with a pocket for literature. Featured are a see-through dust lid for easy identification, full-depth cassette cavities and a Velcro fastener. Optional accessories include carrying handle, cover imprinting and full flap closure. Available for \$9.99.

Loose Leaf Industries.

For more information, circle No. 118
 on reader service card

SUCCESSFUL PERSUASION

This 14-minute film is designed to teach the dynamics of the persuasion transaction with practical, everyday situations. "Successful Persuasion — A New Approach To Selling" stresses the importance of listening and feedback in two-way communications, and provides new insights in overcoming objections, reducing resistance, and gaining acceptance. Available in 16mm, Super 8 and on videocassettes. Preview, rental and purchase prices available upon request.

National Educational Media.

For more information, circle No. 112
 on reader service card

BANKING SALES TRAINING PROGRAM

"The Habit of Selling for Banking" is a new bank-oriented sales-training program. The program is designed to provide an in-depth approach for the banking professional to acquire the needed selling skills in order to meet competitive challenges in bank marketing. The program initially requires up to 30 hours of training and comes with seven audio-visual modules. It is reinforced with real-to-life problem-solving situations on cassette tapes. **Butler Learning Systems.**

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

CUSTOMER RELATIONS TRAINING

This film, "Everybody's A Salesbody," shows how a customer who is trying to place an order encounters aggravations and blunders stemming from uninterested, too busy and careless customer service personnel. The film then goes on to show how to develop good customer relations utilizing various rules and guidelines. Available in 16mm, super 8 or videotape. Purchase, rental and preview prices upon request.

Roundtable Films.

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

A FREE-LOAN FILM

"An American Tradition," a 21-minute color, free-loan film, is a corporate case-study which traces the history of the Woolworth chain-store empire and is designed to show how modern business methods — quality control, competitive pricing, data processing, applied consumer psychology, and able, experienced employees — facilitated the successful expansion of a corporation. The film is an educational and motivational program for students entering — or in — business careers. The film can be ordered on "free-loan" from **West Glen Films.**

For more information, circle No. 108
 on reader service card



CASSETTE PLAYER WITH PROJECTOR SYNC

The Model RD670AV is a portable cassette player/recorder with two projector synchronize systems. The unit plays back superimposed 50 hertz "sync" programs or records and plays back separate track 1,000 hertz and 150 hertz cues. It also features NAVA tape counter; pause control; VU/battery meter; headphone monitoring system; and PA system. \$250. **Sharp Electronics Corp.**

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

SALES MANAGEMENT SEMINAR

"Counselor Selling/Managing Growth Resources," a seminar for management/sales management people that is designed to provide tools for feedback and review of salespeople and useful appraisal of performance, i.e., combines discipline of the counseling profession with the world of sales professional. Available in generic and customized versions, including instructional video, student manuals, audio cassettes and computer-mediated feedback for each participant. Price information upon request from **Wilson Learning.**

For more information, circle No. 114
 on reader service card