

# NEW TRAINING TOOLS

## "PROFESSIONAL SELLING SKILLS II"

Designed as an integral part of the new Xerox Learning Systems sales-training program of the same name, this lively film follows the progress of a typical major sale from precall preparation to the "closing" handshake.

Following a model salesperson through his midnight wanderings, speeches to the mirror, and dealings with the painfully honest customer secretary, the film takes you right through to his final presentation to the top executives of the client company.

There is something for everyone! Newer salespeople will profit from seeing a graphic example of the needs/ben-

efit selling process at the outset of their training. Experienced salespeople will appreciate the nuances on how to deal with difficult customer attitudes like indifference and objection.

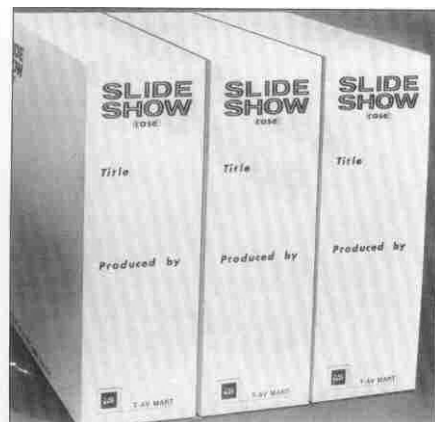
The film is an integral part of the sales-training program and cannot be purchased separately. 25 min. Xerox Learning Systems.

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

## PERFORMANCE EVALUATION

*How to Review and Evaluate Employee Performance* features new appraisal techniques for better motivation as prepared by the staff of Universal Training Systems Co. Designed to improve employee communications, build teamwork by clarifying priorities, make MBO programs more effective and to improve employee morale and motivation. 210 pps./Price \$49.50. Dartnell.

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## SLIDE/TAPE STORAGE

The "Slide Show" is a new, dustproof, slide/tape storage device designed to accommodate one slide tray in its own box and one compact cassette. This two-piece box with a polystyrene insert also allows space for a script. Price \$1.95. T-AV Mart.

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## "OVERMANAGEMENT"

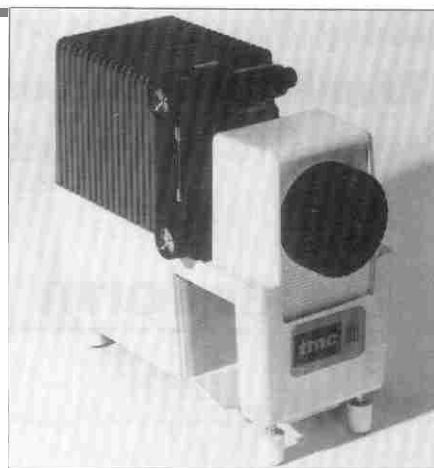
This new, 16mm/color-film package is designed to help managers become more aware of how their organization deals with new ideas and how to discover more effective ways of handling new ideas. Written by Dr. Warren H. Schmidt and narrated by Hans Conried. Leader's guide, bibliography and planning guide included. Rental, preview and purchase prices available. Salenger Educational Media.

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## PUBLIC SPEAKING

*Humor and Eloquence In Public Speaking* by Edward J. Hegarty provides the speaker with advice that will help "punch up" any speech, covering such areas as: getting a speech started, establishing rapport, scoring points while making points, and how to find and deliver jokes. 236 pps./\$9.95. Parker Publishing Co.

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## MULTIMEDIA PROJECTOR

The "Compact 150" projector features a super wide-angle lens system that works for both large groups and individual use. Fan-cooled system. Weight 31 lbs. Optional accessories available for slides, vertical filmstrips or horizontal filmstrips. T.M. Visual Industries, Inc.

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EXECUTIVE  
MASTER OF  
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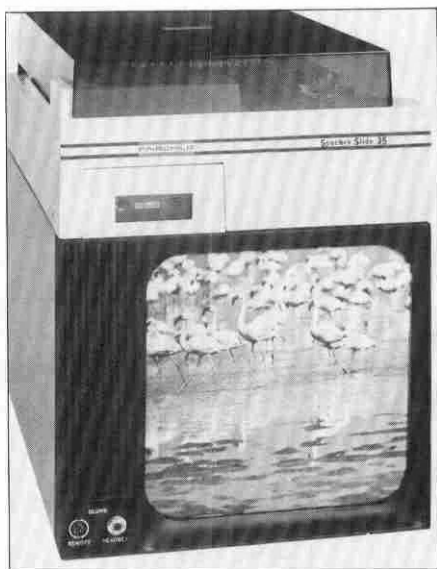
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Florida Atlantic University, a fully accredited state university, has a degree program that offers a unique option that busy career men and women cannot find elsewhere. Our MBA Program requires 5 weeks a year on campus for three years with Directed Independent Study in between sessions. Come 5 weeks beginning June 27, 1977 or split the time between summer and fall sessions. Bachelor's degree from accredited school required. Tuition \$1750 a year, VA approved. Write:

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P.S.: Candidates without an undergraduate degree can join the program and obtain a Master's level proficiency certificate on completion.

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### 35mm PROJECTOR

The "Synchro-Slide 35" offers front and rear-projection capabilities and uses 80 or 140-slide carousel trays, accepting all standard 2x2 slides and super slides. Two remote control options offered. Weight 17 lbs. Fairchild Corp.

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### WORK/STUDY CENTER

This new, self-contained work/study center is an attractive steel unit featuring a balance of storage and work-surface area. Lower storage area is furnished with an adjustable, full-length shelf. The upper section features full illumination, storage and work areas, and cork-mounting board. Price \$670 with quantity discounts available. Murlin Manufacturing Corp.

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### CAREERS FOR WOMEN

*The Ambitious Woman's Guide to a Successful Career* by Margaret V. Higginson and Thomas L. Quick. Price \$9.95. Amacom.

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### FILMSTRIP PRODUCTION

The fourth edition of *The Handbook for the Production of 35mm Sound Filmstrips* is a 28-page guide containing technical data necessary to produce 35mm filmstrips and sound filmstrips according to universal standards. Price \$2.50. DuKane Audio Visual Division.

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### A/V JOB SEARCH

Written specifically for the audio-visual field, *Searching For A/V Jobs* was prepared to assist people in the field on how to properly organize and execute a job search in the audio-visual industry. Price \$2. Communications Arts Group.

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### BUSINESS INFORMATION SOURCES

This third edition of the *Encyclopedia of Business Information Sources* contains 17,000 entries in approximately 1,300 subject areas. It's the first place to look for sources of the latest facts and figures on business-oriented topics. 667 pp./\$42. Gale Research Co.

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### RETIREMENT PRESSURES?

"Creative Retirement" is a program designed to assist employees who are preparing for retirement, making them aware of the emotional and financial transitions they'll be facing. Consists of a five-unit text, complete with activity sheets and audio cassettes for each unit. Purchase and preview prices available. Addison-Wesley Publishing Co.

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### TRAINING CATALOG

"Seminars, Workshops and Training Programs" describes the many programs offered by the education division of Batten, Batten, Hudson & Swab. Free upon request. Batten, Batten, Hudson & Swab, Inc.

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## MASTER'S DEGREE IN ORGANIZATION DEVELOPMENT

A Program Tailored to Your Time Needs

Bowling Green State University's Master's in O.D. offers training directors and other personnel specialists an opportunity to develop professional O.D. knowledge and skills while earning a fully accredited master's degree. The program is uniquely designed to accommodate to the day-to-day problems of active managers. About half of the program can be completed on a non-resident basis. We are accepting applications for the Fall, 1977 class now. For more details, write to:



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