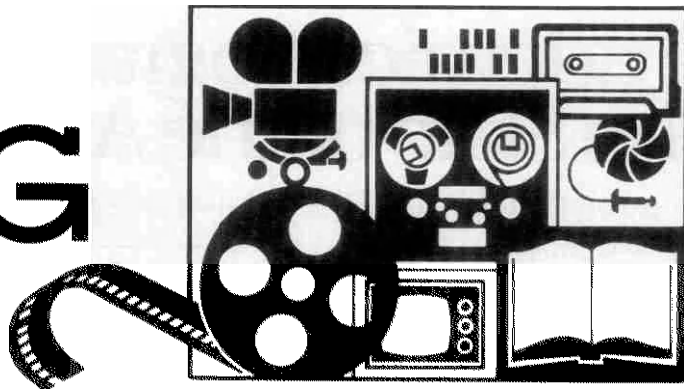


NEW TRAINING TOOLS



AUDIOVISUAL EQUIPMENT CATALOG

Micro technology and professional literature are a few of the areas highlighted in the *Catalog*. Recognizing the growing need for micro technology, there are new readers and a complete selection of storage units. Professional literature encompasses the traditional collection of reference books plus new books on computer technology, audio-visual use and repair and library promotion. **The Highsmith Company.**

For more information, circle No. 201 on reader service card

Highsmith

Library & Audiovisual Equipment and Supplies 1981/82



All images either adapted for special reference

Index page 241

Catalog 24

SALES BUILDER KIT

This kit provides a comprehensive roundup of sales-action ideas for salespeople. The 5-part package supplies all the needed how-to details of using more than 120 different sales tactics to spark more productive selling anytime a salesperson is confronted by a sales slump. **Salesmakers Syndicate Services.**

For more information, circle No. 202 on reader service card



EEO TRAINING PROGRAM

This four-hour program, "Opportunity for All," is designed to alert managers and supervisors to the behaviors and policies that can result in charges of unequal and illegal treatment due to sex, age, race, or handicap. It provides techniques for interviewing, career development planning and performance documentation that protect the organization from litigation of discrimination complaints. The program includes 13 case studies on sound/slide or videotape, a 62-page leader's manual, and 25 copies of a 36-page participant workbook. Available for purchase or preview. **Roundtable Films, Inc.**

For more information, circle No. 203 on reader service card

TIME MANAGEMENT

Do you close your office door at five o'clock and go home with a sense of satisfaction in what you've accomplished? If not you may just not be using your day efficiently. "Getting Results With Time Management" is designed to show you how to spot some common time wasters. It recommends ways to learn how to decide what to delegate—and avoid reverse delegations; run brief but successful meetings; direct tensions into productive channels; analyze your own work habits and more. The course could prove helpful to any manager who has ever wished for just one more hour in a day. **American Management Associations.**

For more information, circle No. 204 on reader service card

"SALESPERSON'S MANUAL"

This sales training program is specifically designed for members of the high technology community. It is divided into 10 sections and contains text, forms, exercises (with answers) and simulated sales interactions. The *Manual* can be used as a self-study text, a part of a group program, or a reference text.

I. I. Goldmacher Publishing Co.

For more information, circle No. 205 on reader service card

CAUGHT IN THE PRODUCTIVITY CRISIS?

ESF's IDLS Kit is a self-paced TRAIN-THE-TRAINER instructional development package.

Written by Drs. Peter and Mary Esseff, the Kit was cited as most frequently used by the curriculum developers surveyed (reported in *Journal of Instructional Development*, Winter, 1979/80).

ESF's IDLS (INSTRUCTIONAL DEVELOPMENT LEARNING SYSTEM) Kit has been used successfully in training to:

- DESIGN
- DEVELOP
- VALIDATE programs.

Presented in a self-instructional format, topics include:

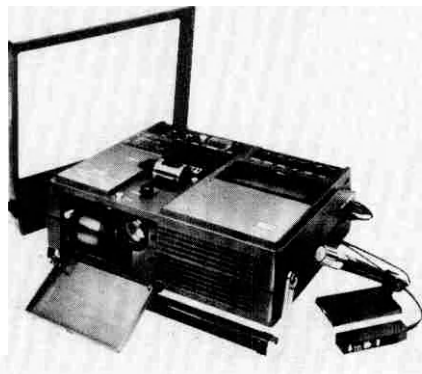
- Task Analysis
- Criterion-Referenced Testing
- Learning Hierarchies
- Selecting Strategies, Media, and Materials
- Developing Materials
- Validation Techniques

- Sound-Slide IDLS Kit: \$295.
- Workbooks: \$24.95



EDUCATIONAL SYSTEMS
FOR THE FUTURE®
5412 Chatterbird Place
Columbia, Md. 21045
(301) 997-1290; 982-1577

Circle No. 120 on Reader Service Card



PROJECTOR/PROGRAMMER

The 35F TA Sound Filmstrip Projector, three machines in one, is both a sound filmstrip projector and a slide show programmer. By coupling the machine's sync out to the remote control socket of most slide projectors, the user can automatically project a synchronized sound slide show. It also features a built-in cassette recorder with record and sync-pulse capabilities. The unit will also play back any ready-made programs. **Elmo Manufacturing Corp.**

For more information, circle No. 206 on reader service card

"SELLING ANYTHING"

"How to Master the Art of Selling Anything" is a 25-lesson videotape sales training system. The program features lesson subjects such as "How to Control with Questions," "Emotions, the Triggers of Selling," "How to Handle Failure and Rejection," "How to Overcome Objections" and "Closing the Sale." Each lesson is designed for individual or group use and includes a workbook. **Tom Hopkins Champions Unlimited.**

For more information, circle No. 207 on reader service card

SALES IDEA PACKET

The "Salesmaker's Sales Builder Idea Packette" is a 3-part, 5,000-word booklet which includes case history examples explaining the how-to of making best use of 15 different closing techniques, a description of frequently overlooked verbal and non-verbal customer buying signals and a checklist explaining how veteran salesmakers make a product, service or personal sale on every sales call they make. **Salesmakers Syndicate Services.**

For more information, circle No. 208 on reader service card

GUIDE TO A-V FUNDS

Educators can find out how to apply successfully for a federal grant during the 1981-82 school year by reading *The A-V Connection: The Guide to Federal Funds for Audio-Visual Users*. Because it includes specific information on 44 different programs, librarians, educators and media managers will find a wide variety of funding sources that will help them buy the A-V materials, equipment and services they need. **National Audio-Visual Association.**

For more information, circle No. 209 on reader service card

SEX DISCRIMINATION IN EMPLOYMENT

This comprehensive handbook for employers on sex discrimination provides an historical overview of women's role in the labor force, a regulatory chronology, texts of legislation, analysis of major court cases and interpretation of the judicial climate now surrounding key sex discrimination issues. The information is presented in a single volume from the employer's perspective. **Buck Consultants, Inc.**

For more information, circle No. 210 on reader service card

Call
Box Office
For Titles:
1-800-845-8822

We've got more than two dozen current films that cover the waterfront from sales training to supervisory development to industrial safety. Included are films directed specifically at the banking, retailing, textile, health care and construction industries. For our new catalog, call our toll-free number or write Drawer L, Columbia, South Carolina 29250.

Educational Resources Foundation

Circle No. 121 on Reader Service Card

The Word from the Top Trainers in HRD . . .

. . . is now available through reprints of *Training and Development Journal* articles. In-house trainers, seminar leaders and others who would be interested in maintaining a supply of top articles in the training field will be interested in our bulk reprint orders.

Reprints are available in *Journal* format in quantities of 50 or more.

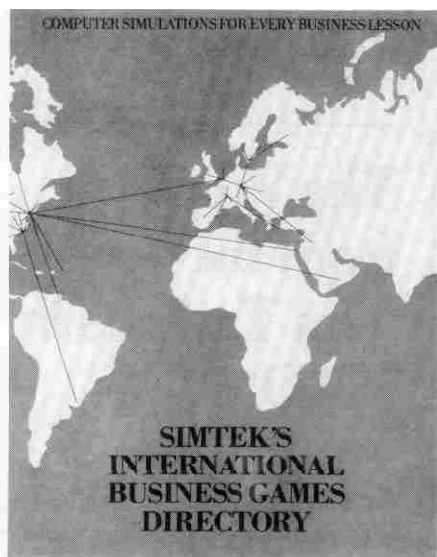
Your request for prices and information will receive our prompt attention.



MULTI-IMAGE PROGRAMMER

A new system for programming and displaying multi-image slide shows, the Multivision Composer System employs the high-performance 2-80 micro-computer and allows the user to achieve sophisticated visual effects with minimal programming effort. Independent programs can be executed simultaneously, thereby freeing the programmer to work on one portion of the display at a time. **Multivision Systems, Inc.**

For more information, circle No. 211 on reader service card

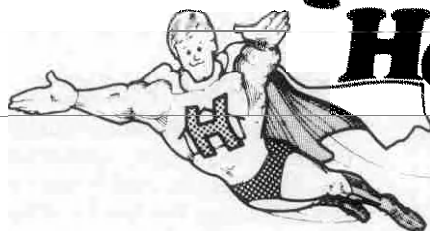


BUSINESS GAMES DIRECTORY

This international *Directory* lists more than 30 business games covering many industries and functions. It provides a detailed description of each game, including its purpose, applications, team size and expected duration. Also included is a handy reference table of business games by industry and function, a list of worldwide locations from which business games can be run and the supplier's list price. **Simtek, Inc.**

For more information, circle No. 212 on reader service card

You can be The Great Corporate Housing Hero



... when you house your personnel
in an Oakwood Garden Apartment!

Oakwood: MORE than a cold, impersonal hotel room LESS than a hotel bill!

Oakwood Garden Apartments fights boring housing with beautifully furnished apartments, fully-equipped kitchens, linens, dishes, and televisions, maid service, plus a complete world of recreation: swimming, tennis, health clubs, and much more! Month-to-month or fixed terms available.

And Oakwood keeps your housing costs way down! (As

much as 50% less than hotels!)

For trainees, new hires, relocating employees and temporary employees Oakwood is the money saving alternative to hotels.

Your controller will love you... your employees will love you! You will be the great Corporate Housing Hero, when you house your employees at Oakwood!

For information, call or write Derrick Wadman, Corporate Sales Director, 2222 Corinth Ave., Los Angeles, CA 90064. (213) 478-1021, or (800) 421-6654.

33 locations in California, Nevada, Arizona, Texas and Northern Virginia

Circle No. 145 on Reader Service Card

VIDEO CATALOG SYSTEM

Marketed in format series I or II and configurations controlling 10 video cassettes (40 programs) to one hundred video cassettes (400 programs). Each system consists of a series of forms, planning guides, and indexing materials that enable the user to cross-reference a video library by subject, title of program, and artist. Cassette Time Inventory Cards provide the key to maximizing recording time, allowing the user to be aware of where, and how much recording time is available

on any cassette. Other features include a recording Time Guide that can translate VHS and beta-format VCR machine counter numbers into the amount of time used and remaining on the tape. Program Re-record Cards catalogue cassette programming no longer desired and, hence, are available for re-recording. **Video Information Systems, Inc.**

For more information, circle No. 213 on reader service card