

**Business**

**1001 Ways To Energize Organizations** The LearnCom Group 29:33  
 Here are the special strategies for motivating individuals and teams who work within the constraints of existing corporate culture, structure and policy. Bob Nelson shows how to maintain corporate standards while making the entire workplace more employee–friendly. Whether your company is small, medium or large, these methods will shift your organization into high gear when it comes to performance, service, and quality. You will learn how to: Create an entrepreneurial atmosphere, Enhance organizational communication using open–book management, and Implement effective employee development programs.

**It's Your EQ Not Your IQ That Counts** Susan Clarke 42:46  
 Did you know that it's your IQ (Intellectual Intelligence) that gets you hired and your EQ (Emotional Intelligence) that gets you promoted and increases your income? Did you know that salespeople who are optimistic sell on average 37% more than their negative counterparts? People who are emotionally adept – who know and manage their own feelings well, and who read and deal effectively with other people's feelings – are at an advantage in all areas of their lives. The five areas of Emotional Intelligence covered in detail are: Self Awareness – Knowing One's Emotions; Managing Those Emotions; Motivating Oneself –The Four Keys; Recognizing Emotions in Others; and Handling Relationships –The Four Qualities.

**Lighten Up!** C.W. Metcalf 37:48  
 Do you realize that achieving success can be fun? Humor is an essential survival skill that results from an open attitude and not taking yourself too seriously. Lighten Up can help you look at adversity in a new light. National humorist, C. W. Metcalf, shares humor tips through his personal stories, Humaerobic exercises, and humor tools. He discusses his philosophies on competition, bringing play to the workplace, and the benefits of developing, nourishing, and sustaining a sense of humor. You will learn how to: Take yourself lightly and your job seriously; Stay light physically and mentally; Realize business is not a battlefield; and Use Humaerobics to deal with adversity.

**Business Strategy**

**Entrepreneurial Leadership** Brian Tracy 24:59  
 The race is on! Product and service cycles are accelerating faster and faster. Learn creative and innovative ways to stay ahead of your competition. You will learn: The purpose of a business; The keys to entrepreneurial leadership; Creative marketing; and Entrepreneurial strategies.

**Change**

**Changes** The LearnCom Group 14:57  
 Confusion, depression, and fear often accompany change. Whether it's change at work or at home, people often feel alone in their situation. The fact is, we all experience similar feelings when coping with difficult changes. This video will show employees how to Accept, Communicate, and Tackle change –the ACT principle – a step–by–step method for dealing with change. Changes will better equip your employees to handle change.

**Guiding Employees Through Change** The LearnCom Group 34:00  
 When your employees know how to make change work for them, they will make it work for the entire organization. That's what this course is all about. . .how you can guide your employees through the change process. You'll learn how to: Put change into perspective; Understand how employees react to change; and Become an effective manager of stress.

**Keepers For Life – How Leaders Make Change Work – Vol. 1** Terry Paulson 10:51  
 Practical strategies you as a leader can use to make change work for your organization and your team...

**Keepers For Life – How Leaders Make Change Work – Vol. 2** Terry Paulson 11:07  
 Practical strategies you as a leader can use to make change work for your organization and your team...

**Keepers For Life – How Leaders Make Change Work – Vol. 3** Terry Paulson 15:53  
 Practical strategies you as a leader can use to make change work for your organization and your team...

**Keepers For Life – Winning the Inner Game of Change – Vol. 1** Terry Paulson 12:38  
 Ways to manage yourself before you ever lead others through change...

**Keepers For Life – Winning the Inner Game of Change – Vol. 2** Terry Paulson 10:05

Ways to manage yourself before you ever lead others through change...

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**Keepers For Life – Winning the Inner Game of Change – Vol. 3**

Terry Paulson

13:23

Ways to manage yourself before you ever lead others through change...

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**Managing Change Effectively**

Brian Tracy

25:20

Learn how to be a creator of circumstance rather than a creature of circumstance. High-performance people are masters of change not victims of change. Don't wait for things to happen, make them happen! You will learn: How to have a "sense of control"; Flexibility; Zero-based thinking; The Theory of constraints; How to eliminate worrying; Major reasons for stress; and How to accept 100% responsibility for your life.

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**Personally Responding to the Challenge of Change**

Ivory Dorsey

38:36

This course addresses the need for personal accountability and risk during the challenge of change. Change is pervasive, consuming, emerging and does not respect people. If one is to survive and thrive during these competitive times, one's response to change must be personal and immediate. Taking a personal risk in pursuit of maximum performance is inescapable.

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**The Change Race**

Brian Tracy

23:59

Learn some key ideas, by all successful people, to adapt to changes that they cannot control or predict. What you will learn: Why the rate of change is accelerating; The impact of the information age on your life; The two key sources of value today; Why knowledge doubles every two to three years; The affects of change; The importance of control and confidence; and How self-responsibility enables you to take charge.

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**Communication**

**10 Skills For Better Telephone Communication**

The LearnCom Group

25:47

Your skills on the phone should be so professional, they go unnoticed. Skills done wrong are very noticeable, and though talking on the phone may be small in retrospect, there is a right way to handle caller's needs, and in a way that shows them they are important to your business. Sharing examples of correct telephone scenarios such as dealing with upset customers, placing callers on hold, using voice mail, and more, this video will show receivers what to do at every stage of the call – maximizing their most important link to outside customers ... the phone!

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**Be A Better Communicator**

Brian Tracy

26:05

Communication determines eighty-five percent of your success – a skill that can be learned. Learn key principles of communication and how you can apply them to your personal and work life. What you will learn: The three elements of communication; The four basic personality styles; Three types of questions; Balance dialogue; Using unconditional positive regard; and Why listening builds trust.

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**Dealing With Difficult People**

Terry Paulson

26:37

In this age of partnerships, teams, and strategic alliances, you must be able to capitalize on disagreements and team diversity to produce winning results. You'll never win them all, but you can increase your influence batting average with the tough ten percent that now drive you crazy. Viewers will learn how to become problem-solvers instead of problem-evaders, and how to trade on-the-job polarization and revenge for bridge-building strategies that produce trust and results.

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**Effective Communication – It's Your Responsibility**

The LearnCom Group

31:10

How many times have you thought you had successfully communicated important information to another party, only to find out later, your message was never fully received. This video takes a look at the individual responsibility we all have in making communication in our careers, and in our relationships outside work, successful. Six responsibilities will be pinpointed that you must undertake to perfect the art of "two-way street" listening and for becoming an integral part of the communication process, not just a sounding board.

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**Giving And Receiving Criticism**

The LearnCom Group

26:47

In today's team-focused, customer orientated environment, every employee must master the art of giving and accepting criticism effectively. This program gives you the tools you need to motivate others as well as improve your own performance. This program presents scenarios, then Jean Lebedum, a communications expert, provides commentary on what was done wrong and how to correct it. You will learn how to: React to criticism; Use criticism as a tool to improve your career and life; Ask questions that clarify the criticism and break it into specific actionable issues; and Keep criticism on a professional level avoiding personal attacks.

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**High Impact Presentations – 1 & 2**

The LearnCom Group

27:15

High Impact Presentations will give your employees clear and simple tools for adding power and impact to their presentations. Bob Pike, an expert on delivering high impact and high energy presentations, explains to your employees that they are the magic in their presentations. If they prepare, practice, and involve participants, they can get the results they're looking for.

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**How To Be An Effective Communicator – Part 1 & 2**

Nido Qubein

30:05

Today, humanity forms a global tribe, and those without good communication skills will find themselves outside the circle of success. Those who learn to communicate effectively with people at all levels, of both genders, and from a variety of cultures and backgrounds will be the pacesetters. Your power to influence the lives of others in the world around you is as great as your ability to communicate. This course will show you how to communicate effectively with diverse audiences.

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### **How To Be An Effective Communicator – Part 3 & 4**

Nido Qubein

26:21

Today, humanity forms a global tribe, and those without good communication skills will find themselves outside the circle of success. Those who learn to communicate effectively with people at all levels, of both genders, and from a variety of cultures and backgrounds will be the pacesetters. Your power to influence the lives of others in the world around you is as great as your ability to communicate. This course will show you how to communicate effectively with diverse audiences.

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### **Increasing Cooperation From Others With Power Talking Skills**

George Walther

22:43

Our success requires the cooperation of others. No man is an island. People who really get ahead in life are people who are extraordinarily successful at gaining cooperation from others. Those who seem to have little success are often unconsciously driving others away because of their word choices. Once you know what the powerless words are, you can eliminate them and replace more powerful language. You can re-script for success.

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### **Listening Is Number One**

The LearnCom Group

23:12

It seems simple enough, but oftentimes we forget to listen. Join communications expert Ed Brodow as he describes six high-performance steps for developing prudent listening and true undivided attention. Beginning with rule number one, Ed encourages ways to develop your desire to listen. He continues by explaining how open-ended questions help you filter through cluttering distractions. You will learn how to: Focus on the other person; Become more objective to the conversation; Listen in a way that lets others know you're listening; and Take nonverbal hints and hear what is not being said.

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### **Platinum Rule – Relationship Strategies**

Tony Alessandra

35:54

Sometimes you encounter nice enough people, but you just don't hit it off. As a result, the chance for a business deal, partnership, or maybe even a friend is lost and shrugged off as just one of those things. The Platinum Rule will identify the four basic types of personalities: Directors, Socializers, Thinkers and Relators. This video will teach you the most effective ways to deal with each personality type and have better relationships with your customers, friends, and family.

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### **Project A Positive Image With Power Talking Skills**

George Walther

24:32

Whenever you evaluate and assess another person – and that's all the time – you pay attention to three factors: Their actions, their thoughts as revealed through their attitudes, and their specific words. Others are evaluating you, too, all the time. Of those three factors, which seems to be the most important in shaping your image: Words, thoughts, or actions? The answer is none, and all three. It's not necessary to think in terms of which factor is the most important, because all three are inextricably linked and influence each other. Our focus in this program is on the specific words and phrases you use in daily conversations. Your word choices influence how you're perceived, and also shape your attitude and thoughts. Word choices also impact your behavior and actions.

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### **Resolving Conflicts With Ease**

Sandra Crowe

56:04

This course is designed to outline the successful elements of dealing with difficult people and situations of all types, whether they are customers or colleagues and to focus on eliminating barriers. They include: complainers, irate, unreasonable and irresponsible people, hostiles, and the passive aggressives who may either give too little or give too much information. This course will not only assist participants in moving through difficult situations, but do so with more ease, power, and strength so that employees feel confident in the process. Participants will learn: Guiding principles to deal with difficult people; Types of difficult people, and Modes of behavior.

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### **The Power Of Listening**

Tony Alessandra

41:56

Listening is the key personal development skill! Dr. Alessandra shows your employees how to tap into their communication power by mastering the art of "active" listening. When you finish this program, your employees will have every tool they'll ever need to effectively listen for and alert them to profitable opportunities. Through Dr. Alessandra's CARESS model, your employees will learn how to hear and retain twice as much information leading to increased trust, respect and cooperation. They'll make better, more informed decisions and solve problems faster and more effectively.

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### **The Ten Commandments Of Power Networking**

Donna Fisher

40:38

Networking has been around forever and always will be. As you expand your network, your opportunities expand proportionately. This program shows you how to develop a networking style that is gracious, natural, and effective. You will learn: To Give Up the Lone Ranger Mentality; Honor Your Relationships; Acknowledge People; Manage Yourself as a Resource; Take the Initiative; Be Your Own Best PR Person; Ask for What You Want; Expand Your Horizons; Follow the Golden Rule of Networking; and Networking as a Way of Life.

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## **Customer Service**

### **Building Customer Relationships**

Brian Tracy

26:19

Successful salespeople are far better at building and maintaining high-quality relationships with their prospects and customers than average salespeople. People are 100% emotional. They decide emotionally and then justify logically. How the customer feels about you as a person, will

have more of an influence on what the customer decides than any other factor. The most important thing you do in building a successful sales career is to create and keep customers for the long-term. The better you become at developing high-quality customer relationships, the more you will sell, the easier you will sell it, the more money you will make and the more valuable you will be.

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<b>Connecting Emotionally with Your Customers</b>	Susan Clarke	19:30
Building a positive attitude toward yourself and others starts with understanding your own attitudes and how they impel you to action. Attitudes develop a hierarchy and provide you with a purpose and direction in your life. In this course you will learn: the definition of attitude, reacting and responding to needs, motion vs emotion, and memorable vs mediocre.		
<b>Connecting Through Behavioral Styles</b>	Susan Clarke	22:46
Building a positive attitude toward yourself and others starts with understanding your own attitudes and how they impel you to action. Attitudes develop a hierarchy and provide you with a purpose and direction in your life. In this course you will learn: the golden rule, the platinum rule, and the DISC method of defining your behavioral style.		
<b>Connecting Through Your Body Language</b>	Susan Clarke	20:55
Building a positive attitude toward yourself and others starts with understanding your own attitudes and how they impel you to action. Attitudes develop a hierarchy and provide you with a purpose and direction in your life. In this course you will learn: how to use body language, listening, and building rapport.		
<b>Customer Driven Service</b>	Tony Alessandra	49:15
In this video, Tony Alessandra will show you how to consistently create moments of magic by identifying and exceeding expectations and building long-term customer relationships. You'll also learn to avoid moments of misery and to identify the two types of mentalities.		
<b>Customer Service – You're In Control</b>	The LearnCom Group	21:12
Basic customer service skills are important in every job. This course is a series of 18 short, dramatic vignettes. A situation depicting the wrong way to give customer service is followed by a stopping point. You may then restart and show the right way to handle the situation. Participants will learn to use the Six Steps to Customer Service Success and the Two-Step Method approach, dealing first with emotions, and then with the problem for satisfying angry customers' needs. What You'll Learn: Professionalism; How to improve telephone communication; Face-to-face communication basics; and How to understand the importance of body language and tone of voice.		
<b>Impact Customer Loyalty – Module 1 – Introduction</b>	Bill Brooks	15:02
In this course, you will gain an understanding of the IMPACT Customer Loyalty System and the fundamentals of how to effectively apply it in your organization. In addition, this course also reveals the four areas of focus and how to maximize every opportunity with your customers.		
<b>Impact Customer Loyalty – Module 2 – Invest</b>	Bill Brooks	10:02
In this course, you will focus on the 'Invest' stage of the IMPACT Customer Loyalty System. This course provides an in-depth understanding of the Invest step and the benefits of Customer Loyalty to you and your company. You'll also discover the powerful ways to assess your attitude and to positively affect every experience with your customers.		
<b>Impact Customer Loyalty – Module 3 – Meet</b>	Bill Brooks	14:25
In this course, you will focus on the 'Meet' stage of the IMPACT Customer Loyalty System. You will learn how to develop trust and rapport with your customers in order to create the most favorable first impression. You'll also discover powerful guidelines on how to build a bridge between you and your customers in order to achieve the most favorable outcomes.		
<b>Impact Customer Loyalty – Module 4 – Probe</b>	Bill Brooks	11:35
In this course, you will focus on the 'Probe' stage of the IMPACT Customer Loyalty System. This course empowers you to effectively get the customer to express their needs, desires and wishes to you in order for you to help them address their particular issues. You will also learn the powerful principle known as the Fatal Flaw in Customer Service and how to effectively overcome it.		
<b>Impact Customer Loyalty – Module 5 – Apply</b>	Bill Brooks	07:57
In this course, you will focus on the 'Apply' stage of the IMPACT Customer Loyalty System. You will learn how to apply your solutions in order to achieve maximum benefit for your customers and your company. You'll also learn the single most powerful word in order to position yourself as a true Customer Loyalty expert.		
<b>Impact Customer Loyalty – Module 6 – Confirm</b>	Bill Brooks	10:07
In this course, you will focus on the 'Confirm' stage of the IMPACT Customer Loyalty System. This course shows you how to validate your solutions and to create in the mind of the customer confidence in your ability to help them resolve their issues.		

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<b>Impact Customer Loyalty – Module 7 – Thank 'em</b>	Bill Brooks	11:05
In this course, you will focus on the 'Thank 'em' stage of the IMPACT Customer Loyalty System. This course shows you how to wrap up a resolution with a customer and solidify customer loyalty with them. You'll also gain mastery of building long-term success through your customer loyalty attitude.		
<b>Just Incredible! A Customer Service Story</b>	The LearnCom Group	22:59
While customer service training is obviously not new, smart companies always look for refreshing new approaches to reenforce service techniques and inspire commitment among frontline personnel. This refreshingly funny video uses humor, drama, and irony to demonstrate how customer service really does make a difference. Follow along on the journey of Mr. Badger and Mr. Goodwin as they spend their day running errands and encountering different levels of customer service along the way.		
<b>Re-Thinking Service</b>	Jim Cathcart	20:17
You must learn how to get people to provide great service. This course shows you how to build a loyal customer base with employees who enjoy taking care of customers. You'll learn how to structure "role agreements" to increase productivity and motivation. You will see the importance of learning how to think about what you do, and of helping others develop productive thinking. You will learn how to structure your organization as a living organism rather than a hierarchy, and to differentiate between upserving and upselling. You will also learn the characteristics of good customers and how to cultivate them in all you serve.		
<b>Service – Creating Moments of Magic</b>	Shep Hyken	34:54
This course will show you how to deliver excellent service to outside customers and internal customers. The subjects covered include: The two types of customers; The purpose of a business; Moments of truth, misery, and magic; Five key relationship building skills; The danger of satisfied customers; Five expectations; and Complaining customers.		
<b>Service Excellence</b>	Brian Tracy	27:04
No matter what you do in your company or organization, your job title is "Problem-Solver" and your job function is "Customer Satisfaction." Your customer is anyone you depend upon for your continued success and security in your job. The very best people and the best companies have an "obsession" with customer service. The customer is the most important single person in their thinking. Everything they do is organized to satisfy their customers better in some way. You will learn: Four Levels of Customer Service; Moments of Truth; The Customer Service Strategy; and How To Deal With Customer Complaints.		
<b>Serving Your Customers With A Can-Do Attitude</b>	The LearnCom Group	28:49
Instill a power combination of positive outstanding attitude and excellent customer service within your employees. The one distinguishing factor between you and your competition is the way your customers are treated, and the way your customers are treated is directly related to the attitudes and actions of your employees. Expert attitude coach, Michele Matt Yanna, will teach all the tips and techniques your employees need for delivering customer service with the kind of can-do attitude that keeps customers coming back. Employees will learn who their customers are, why their customers need them, and what customers believe about customer service people.		
<b>Seven Steps of Service</b>	Susan Clarke	24:19
Building a positive attitude toward yourself and others starts with understanding your own attitudes and how they impel you into action. Attitudes develop a hierarchy and provide you with a purpose and direction in your life. In this course you will learn: Susan's Seven Steps of Service and service recovery.		
<b>The Attitude of Servitude</b>	Don Hutson	55:33
Don Hutson provides insights into building customer relationships through service. Customer service insights include: Seeking personal excellence; Intense customer focus; and Win-win spirit. This course will help you differentiate your organization from your competitors by following the outlined concepts.		
<b>Your Attitude is Showing</b>	Susan Clarke	23:06
Building a positive attitude toward yourself and others starts with understanding your own attitudes and how they impel you into action. Attitudes develop a hierarchy and provide you with a purpose and direction in your life. In this course you will learn: the definition of attitude and how your attitude affects others.		
<b>Diversity</b>		
<b>A Realworld Guide to Diversity</b>	The LearnCom Group	11:59
This course covers the basics of promoting the value of Diversity in the Workplace. It is designed for all employees including non-supervisory personnel, supervisors and managers. It is ideally suited for new employee orientation, and refresher training for all other personnel.		
<b>A Realworld Guide to Diversity – SPANISH</b>	The LearnCom Group	14:41

This course covers the basics of promoting the value of Diversity in the Workplace. It is designed for all employees including non-supervisory personnel, supervisors and managers. It is ideally suited for new employee orientation, and refresher training for all other personnel.

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### **Diversity Management – A Business Necessity**

The LearnCom Group

46:54

Now, more than ever, diversity management is vital to an organization's livelihood. As a manager, you must learn how to manage diversity in a way that will help your company reach its goals. In this seminar-style video, Dr. R. Roosevelt Thomas divides his discussion into two sessions – the first covers the current state of diversity management in business, while the second touches on the action steps necessary to progress in diversity management. He also emphasizes that managers need practice and skill development to become successful.

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### **Diversity Management – An Individual Perspective**

The LearnCom Group

35:29

Today, individuals are encountering diversity mixtures in both their personal and professional lives. In this seminar, Dr. R. Roosevelt Thomas discusses the importance of the individual's perspective with respect to managing diversity. In the first part of the video, Dr. Thomas discusses why managers need help from individuals in managing diversity. In part two, Dr. Thomas discusses the requirements of the individual's perspective with respect to managing diversity.

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### **Diversity, Competition & Your Bottom Line ©**

Ivory Dorsey

29:39

This video will address the topic of Diversity from a pure business perspective and its impact on the bottom line. It will dispute three myths associated with Diversity and shed insights on how the myths evolved. Mostly, it will outline in a very provocative way, the ultimate impact on the organization and the people in it.

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## **Ethics**

### **Ethics in Action: Six Pillars of Character**

The LearnCom Group

23:49

Daily headlines tell the story... lying, cheating, stealing and disrespect – by organizations and individuals. Increasingly, business is searching for integrity and honesty! Michael Josephson, founder of the Josephson Institute of Ethics, offers strong, clear guidance in The Six Pillars of Character to strengthen and build your company's ethical culture.

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## **Goal Setting**

### **Five Steps To Goal-Setting**

Brian Tracy

23:53

Learn the five steps to goal-setting and the things that you must consider carefully in the process of deciding exactly who you are and what you want in life. Success is goals and all else is commentary. You will learn: Why intense goal-orientation gives you an edge; How to write goals and organize plans; Why people don't write goals; Four principles of goal-setting; Three major types of goals; and The importance of determining your major definite purpose.

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## **Human Resources**

### **Care And Control: A Better Approach To Termination**

The LearnCom Group

20:26

This video can teach your managers how to terminate people using CARE and CONTROL. Based on research from Dr. Richard Deems, an expert on termination, this video shares with your managers the specific steps to the CARE and CONTROL approach to terminations. The emotions can be completely different when firing due to performance and terminating due to downsizing. But the CARE and CONTROL approach has key steps that can be used in either situation. Your managers can learn how to show that they care and how to control the termination discussion.

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### **Conducting The Performance Appraisal, Be A Coach Not A Judge**

The LearnCom Group

33:42

Learn to be a coach, not a judge when giving performance appraisals to your employees. Take advantage of the time to honestly assess how well your employees are doing, help them escalate their individual strengths, and find out what ways you can assist them when it comes to improving their weaknesses. This is exactly what Conducting the Performance Appraisal is all about. After watching this video, you'll understand in detail how to prepare, meet, document, and follow-up after the appraisal. You will know how to implement such models as the SMART method and a one-step-at-a-time formula for making the appraisal beneficial for you and for your employees.

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### **Getting A Good Start**

The LearnCom Group

12:23

This program has been developed to bridge the gap between workers (particularly, first-time employees) with limited understandings and skills needed to perform successfully in the work environment and the organizations that hire them. The information is broad-based and applicable to virtually any job. The employee will learn the importance of becoming a team player, why every job is important, and why it is important to ask questions and follow company rules and procedures. Key workplace issues such as mutual respect and sexual harassment are discussed. Finally, new workers discover the six behaviors that can lead to dismissal or hinder advancement.

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### **Getting Along With Your Coworkers**

The LearnCom Group

11:49

This program has been developed to bridge the gap between workers (particularly first-time employees) with limited understandings and skills needed to perform successfully in the work environment and the organizations that hire them. The information is broad-based and applicable to virtually any job. Course participants will learn: How attitude and behavior affect coworkers; Why absenteeism and tardiness are unacceptable; What problems goofing off can cause; Why safety is important; Why drug abuse is a bad idea; and The problem with conducting personal business on company time.

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### **Getting Along With Your Supervisor**

The LearnCom Group

11:57

This program helps employees realize that a worker's relationship with his or her immediate boss is crucial to success on the job. The program has been developed to bridge the gap between workers (particularly first-time employees) with limited understandings and skills needed to perform successfully in the work environment and the organizations that hire them. It clearly explains how to form a solid relationship with the person in charge. The "seven sins" that poison a worker's relationship with the boss – lying, trying to cover up mistakes, making excuses, making assumptions, failing to ask questions, brown-nosing, and failing to follow instructions to the letter – are covered in this presentation.

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### **How To Hire The Best Person Every Time**

The LearnCom Group

27:38

Have you ever hired someone you thought was perfect for the job only to find out later you were wrong? It's a big disappointment and costs time and money for everyone involved. There is a way you can make sure before you hire someone that your organization won't be let down. Host Ron Meiss will show you the techniques used by hundreds of managers for finding the most skilled and qualified people, every time! The Performance Interviewing System is introduced and breaks down easily to follow actions for preparing questions, analyzing responses, and selecting the best candidate.

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## **Leadership**

### **21st Century Leadership – Inside Secrets of Top Leaders**

Patricia Fripp

29:00

Learn the "inside secrets" and best creative practices of top leaders. Your business is as good as your worst employee. Innovative, usable, and proven leadership strategies.

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### **All Leadership Begins With Self-Leadership**

Jim Cathcart

39:01

This presentation of the Golden Gavel took place in Anaheim, California before a luncheon crowd of 1,200 Toastmasters from around the globe. Filled with humor as well as inspiring, real-world examples, his presentation met with standing ovations both before and after he spoke. Here are some of the salient points Cathcart presented: Leadership is a privilege and a responsibility; Sometimes one idea can transform your life; Think in terms of the person or company you can be, not merely the one you are today.

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### **Follow The Leader**

The LearnCom Group

57:38

This course is a "rubber meets the road" course featuring three very different business leaders – different ages, different places in their careers, and very different industries. But there's a common thread – they're all successful, and they all possess similar traits and behaviors as business leaders. We follow them around and learn from them on the job. We hear from their people. No gurus. No acronyms. It's about positive role models.

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### **Leadership Styles**

Brian Tracy

25:08

Leadership is a key factor in your success or failure. The style of leadership you use depends on factors like the maturity and personality of your subordinates or the type of decision under discussion. Learn the appropriate leadership styles for maximum results. You will learn: decision-making styles; leadership qualities; personality styles of your subordinates; and when to use different leadership approaches.

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### **Leadership Wisdom for Lifelong Success**

Robin Sharma

65:43

Robin Sharma teaches you the Rituals of Visionary Leaders. Based on his bestseller "Leadership Wisdom from the Monk Who Sold His Ferrari", this course is a great way to learn cutting-edge strategies for real success in both business and in life.

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### **The Essence of Leadership**

Brian Tracy

25:12

Leadership is the single most important factor in success or failure. Leaders are made, not born. You will learn the key qualities like vision, courage, integrity, responsibility, foresight, cooperation, and commitment to winning, that will make you a successful leader.

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### **The Leader as a Strategic Thinker**

Brian Tracy

24:36

The ability to set and achieve strategic objectives is the key skill; the ultimate test of leadership. Leadership is results, more than anything else. You will learn: your most valuable asset; four reasons for setting strategy; five key questions in strategic planning; and the key to strategic planning.

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## **Management**

### **1001 Ways To Reward Employees**

The LearnCom Group

09:41

Make employees jump to be productive! This course brings you an abundance of simple ideas, tips, and one-to-one relationship strategies to "help

make exceptional employee performance a reality." Take notes as best-selling author, Bob Nelson, informs managers of seven major things to think about when it comes to energizing employees. This amusing video demonstrates several cases where employees are made to feel like appreciated humans – not just machines who turn out work. Learn to connect with your employees and stimulate productivity.

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**4 Steps To Managing Anyone** Mimi Donaldson 55:41

Delegation is achieving a specified result by empowering and motivating others to accomplish results for which you are ultimately responsible. Delegation is a major part of the four steps needed to manage anyone. Let Mimi Donaldson teach you how to be a successful manager by taking you through the 4 steps to managing anyone.

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**Coaching and Counseling For High Performance** Brian Tracy 25:39

People are learning organisms, continually improving. An important part of improving is feedback. Feedback is the breakfast of champions. People only grow when they know how they are doing. Your job is to get the maximum return on investment in people. This program helps you coach and counsel your people for high-performance. You will learn: How to get maximum return from your people; How to provide performance improvement coaching; How to provide feedback; The benefits of coaching and counseling; and How to apply the material from this course.

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**Creating A High Trust Environment** Brian Tracy 25:24

People perform best when they feel safe, secure, respected, appreciated, and valued. Your job as a manager, is to bring out the best in your people. In this course, you will learn: The key to motivation; The relationship between self-concept, personality, and attitude; The greatest enemies of personal performance; and How to create a high trust environment.

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**Effective Delegation For The Manager** Brian Tracy 25:20

Management has been defined as "getting results through others," and that requires effective delegation of tasks, duties and responsibilities to your staff. Your results will, more than any other single factor, determine your remuneration, your position, and your level of personal satisfaction in your work. Your ability to delegate is crucial to your advancement and to your success in business. By the end of this course, you will learn: The starting point of delegation; Methods of delegation; Keys to effective delegation; How to maximize efficiency; and How to delegate decision-making and problem-solving.

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**Effective Problem-Solving** Brian Tracy 25:25

Your job description, whatever it is, is "problem-solver." All day long, in every situation, you solve problems. Your ability to solve problems effectively determines your success, your income, your position, and your future. Brian Tracy offers you the tools to become an effective problem-solver. You will learn how to: Improve your thinking; Define creativity as improvement; Stimulate ideas; Use the systematic method of problem-solving; Use mind and brain storming; and Test your assumptions.

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**Excellent Decision-Making** Brian Tracy 26:00

The ability to make good decisions lies at the core of executive effectiveness. This determines the success of individuals and organizations more than any other factor. Your ability to make timely, accurate decisions is the true measure of your wisdom and experience. Let Brian Tracy teach you the secrets of excellent decision-making. You will learn: How to make accurate, timely decisions; Types of Decisions; How to avoid blocking assumptions; How to measure a decision; and Decision-making models.

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**Five Steps To Self-Directed Work Teams** Brian Tracy 25:53

The average person works at 50% of capacity. Only people can be made to appreciate value. Your job is to get the maximum return on human assets. You must create a structure to release individual potential. You will learn: About teams and people; How to motivate people; How to have clear team goals and objectives; How to lead teams, and How to apply the material from this course.

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**How To Fire** Brian Tracy 25:20

A key managerial talent is the ability to recruit, hire, and build a team of effective, competent people. Fully, one-third of employees don't work out over time. By the end of this course, you will learn: How to dehire; Dehiring with minimum stress; and Why it is important to dehire poor employees.

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**How To Hire** Brian Tracy 25:21

A critical talent is the ability to recruit, hire and build a team of effective, competent people. Remember, you are working and accomplishing tasks through others. The best managers have the best staffs. The best staffs are a reflection of quality recruiting skills. The quality of your staff will have a direct bearing on the quality of work you produce and the opinion others have of you. By the end of this course, you will learn: The reasons for poor hiring; How to write a job description; How to find candidates; The interviewing process; How to check references and resumes; and How to make the decision.

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**How to Motivate Employees** Wolf Rinke 60:04

This course will teach you how to build an organizational culture that is conducive to maximizing the potential of team members by encouraging high levels of trust, empowerment and teamwork so that your organization will achieve quantum leaps in performance, productivity and profitability.

<b>Improving Employee Performance</b>	Brian Tracy	25:38
Many employees need direction and help to achieve the goals and objectives of their positions. Your job, as a manager, is to help them achieve these goals and objectives. You will learn: Why Feedback is so important; The two key problems with employees; The Law of Situation; Company created problems; and How to conduct a performance appraisal.		
<b>Interpersonal Communication Skills</b>	Brian Tracy	25:04
Fully, eighty-five percent of your success will come from your ability to communicate effectively with others – a skill that can be learned. You will learn: How to make people feel important and valuable; Key principles of communication; How to show acceptance and appreciation; Why approval and admiration are self-esteem builders; and Why attention is a key communication skill.		
<b>Interviewing: More Than A Gut Feeling III</b>	The LearnCom Group	31:19
This course teaches you to select the most qualified job candidate by applying the ever-popular behavioral approach to interviewing. This method, developed by industrial psychologist Dr. Paul Green, directs you to probe the job applicant for specific examples of their past. The reason is simple: The best predictor of a job applicant's future work behavior is their past work behavior.		
<b>Meetings That Produce Results</b>	Brian Tracy	25:48
As much as 40% to 60% of a leader's time is spent in meetings – of all kinds. Unfortunately, 50% or more, meeting time is wasted. Meetings are a vital skill; a key tool of leadership. Learn how to: Make your meetings more productive and valuable; Set a purpose and agenda, Run a meeting, Participate in meetings, and Correct ineffective meetings.		
<b>Mixing Four Generations in the Workplace</b>	The LearnCom Group	37:15
Generation conflict costs billions of dollars in lost productivity to organizations like yours worldwide – not to mention the incalculable effects on motivation and morale. Now there's help with generational expert Cam Marston's new course. This course will educate and stimulate positive interaction among your people. It will also dramatically reduce workplace conflict and provide managers and supervisors with strategies for dealing with recruiting, retaining, and motivating, using the generational differences in a positive way.		
<b>Optimizing Customer Value</b>	The LearnCom Group	15:56
In this video, Dr. Richard Chang explains ways your organization can enhance its quality to service customers better and improve the value your customers receive. Customer Value Drivers will be shared to teach you to go beyond satisfaction with your customers and to increase the perceived value of your products and services.		
<b>Releasing The Human Dimension of Quality</b>	Eileen McDargh	25:59
Far too many quality programs fail because more attention is paid to the technical aspects rather than the human aspects. As Lewis B. Mayer said, "The inventory goes home at night". This course explodes the myth of motivation and looks at how managers create three critical requisites for creating an environment conducive to high-performance. You will learn: How to identify management behaviors which encourage commitment; What today's employee seeks in a work environment; Examples of what some companies and individuals are doing to release human potential; and Why listening serves as the underpinning for improved performance.		
<b>Taking The Step Up To Supervisor</b>	The LearnCom Group	32:46
Supervisors are ultimately responsible for the results in their areas and the people they lead. Prepare your new supervisors for their new role with management expert Ron Meiss as he covers everything new supervisors need to know to manage successfully. He explains how to balance the responsibilities of pleasing internal customers, planning work schedules, dividing and assigning tasks, giving evaluations, and following-up. You'll also learn how to explain duties to employees in order to get the results you desire, maintain emotional control and respond with feedback.		
<b>The Art of The General</b>	Brian Tracy	24:03
Desert Storm is a brilliant example of the use of strategy and tactics. See how this textbook example of strategic principles can be applied to business today. You will learn: Corporate strategy versus military strategy; Principles of military strategy; The most important quality for successful management; and How to apply the material from this course.		
<b>The Critical Focus – Customers!</b>	Brian Tracy	24:48
All strategic planning is ultimately customer planning. How does your customer define value? What type of service does your customer require? What is your customer's definition of quality? How do you apply the answers to these questions? These questions, and many more, are addressed in this important course.		
<b>The Fundamentals Of Motivation</b>	Brian Tracy	25:39
One of the hardest jobs in the world, today, is motivating your people – motivating them to continuous improvement, motivating them to excellence. The core of the motivation challenge is individual self-esteem. In this course, Brian Tracy discusses the fundamentals of motivation for higher productivity. By the end of this course, you will learn the seven levels of motivation and five motivational theories.		

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**The GOSPA Method**

Brian Tracy

25:07

The more accurate you are in thinking about yourself, your goals and the activities necessary to accomplish them, the more successful you will be in everything you attempt. In this course, you will learn how successful individuals accomplish far, far more than the average person by planning their goals and activities in advance. You will learn: The GOSPA method of strategic planning; How to write goals, objectives and strategies; and How to set plans and activities.

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**The Manager's Roles and Goals**

Brian Tracy

25:49

Your success, as a manager, depends upon the people you have working for you. You must learn how to move from operating to managing; from doing to controlling. In this course, you will learn: Planning; Organizing; Staffing; Delegating; Supervising; Measuring, and Reporting.

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**Marketing****Street Fighter Marketing**

Jeff and Marc Slutsky

32:00

Getting more customers is the key to your success in business, but the cost of advertising has skyrocketed in the face of increased competition. To compete against the big guys, you have to think like a "Street Fighter," with clever and shrewd, low-cost marketing tactics that get proven results. This dynamic course helps you discover a unique strategy towards your marketing that INC Magazine referred to as "brains over bucks."

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**Microsoft Office 2003****Microsoft Access 2003 Level 1**

Specialized Solutions

41:51

In this course you will learn how to create a database, use auto functions, and how to work with tables.

Access 2003 gives you powerful new tools for managing your data. Share your database with co-workers over an Intranet, find and retrieve information quickly, and take advantage of automated, pre-packaged solutions to quickly create databases. This series will show you how to utilize all of the tools contained within the most versatile and popular database program available!

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**Microsoft Excel 2003 Level 1**

Specialized Solutions

2:11:53

In this course you will learn how to use: formulas, formatting, hyperlinks, printing, and graphics.

Excel 2003 gives you the comprehensive tools to create spreadsheets and share them on the Web for universal viewing and collaboration. You'll be able to easily analyze data with charts, Microsoft PivotTable views and graphs. And, use automatic formatting to create data-rich spreadsheets. This series will show you how to utilize all of the tools contained within the most popular spreadsheet program on the market!

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**Motivation/Inspiration****Attitude: A Little Thing Makes A Big Difference**

The LearnCom Group

24:30

Having the right attitude doesn't always come naturally. But everyone knows that having a positive outlook is an underlying factor in your day-to-day living, especially in your job performances. As a result, people constantly devote themselves to positive attitude change. This video challenges individuals to improve life results by positively gaining control of thoughts and overall outlooks. With help from this presentation, you can take action against your own and other's worst enemy, a bad attitude.

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**Beyond Impossible**

LightWorks Media Inc.

09:14

When a young boy discovers a rusting Ford automobile in a cornfield, Henry Ford, himself, appears to espouse his doctrine that nothing is impossible when you think outside your self-imposed limitations. This is an exciting, story-driven film touting expansive thinking. It challenges viewers to: Go beyond their boundaries, Discover their capabilities of achieving; Self-motivate and problem-solve, and Believe in themselves.

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**Beyond Survival**

Gerald Coffee

51:20

When a person loses faith, hopelessness takes over. Captain Gerald Coffee shares with you his poignant story of survival, and how he came to embrace life when it actually seemed to have no purpose. His profound examples of how faith can get you through the toughest times is what makes this session so valuable to those of us who need to fortify our constitution to become the very best that we can be.

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**Dare To Dream**

LightWorks Media Inc.

08:07

An early 19th century pharmacist buys a tonic formula from a farmer and discovers what can happen when he follows his dreams. Utilizing an unique story-telling format, viewers are challenged to put muscle behind their dreams, motivate themselves to embrace change, and break away from the model and expand their thinking.

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**If You Think You Can or If You Think You Can't; Either Way, You're Right**

The LearnCom Group

10:29

This inspiring video is a message of hope for people who let their perceived limitations get in the way of success. Even the most pessimistic viewers

will learn how to set their sights higher – both personal and professionally. They'll come face to face with some of the greatest personal triumphs of our time – stories of people who overcame incredible obstacles to push the envelope of success.

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**It Only Takes A Minute 01 – The Magnificent Minute** Willie Jolley 02:08

It Only Takes A Minute To Change Your Life!

Get ready to change your life and make your dreams come true. Motivational coach Willie Jolley is about to give you the keys to success and tools to build your future into the kind of life you have only dreamed about.

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**It Only Takes A Minute 02 – It Only Takes A Minute** Willie Jolley 05:49

It Only Takes A Minute To Change Your Life!

Get ready to change your life and make your dreams come true. Motivational coach Willie Jolley is about to give you the keys to success and tools to build your future into the kind of life you have only dreamed about.

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**It Only Takes A Minute 03 – Dream the Impossible 1** Willie Jolley 07:30

It Only Takes A Minute To Change Your Life!

Get ready to change your life and make your dreams come true. Motivational coach Willie Jolley is about to give you the keys to success and tools to build your future into the kind of life you have only dreamed about.

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**It Only Takes A Minute 04 – Dream the Impossible 2** Willie Jolley 06:20

It Only Takes A Minute To Change Your Life!

Get ready to change your life and make your dreams come true. Motivational coach Willie Jolley is about to give you the keys to success and tools to build your future into the kind of life you have only dreamed about.

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**It Only Takes A Minute 05 – Dream the Impossible 3** Willie Jolley 08:28

It Only Takes A Minute To Change Your Life!

Get ready to change your life and make your dreams come true. Motivational coach Willie Jolley is about to give you the keys to success and tools to build your future into the kind of life you have only dreamed about.

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**It Only Takes A Minute 06 – Dream the Impossible 4** Willie Jolley 07:26

It Only Takes A Minute To Change Your Life!

Get ready to change your life and make your dreams come true. Motivational coach Willie Jolley is about to give you the keys to success and tools to build your future into the kind of life you have only dreamed about.

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**It Only Takes A Minute 07 – Dream the Impossible 5** Willie Jolley 07:35

It Only Takes A Minute To Change Your Life!

Get ready to change your life and make your dreams come true. Motivational coach Willie Jolley is about to give you the keys to success and tools to build your future into the kind of life you have only dreamed about.

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**It Only Takes A Minute 08 – Dream the Impossible 6** Willie Jolley 08:00

It Only Takes A Minute To Change Your Life!

Get ready to change your life and make your dreams come true. Motivational coach Willie Jolley is about to give you the keys to success and tools to build your future into the kind of life you have only dreamed about.

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**It Only Takes A Minute 09 – Goals: Dreams With A Deadline** Willie Jolley 06:55

It Only Takes A Minute To Change Your Life!

Get ready to change your life and make your dreams come true. Motivational coach Willie Jolley is about to give you the keys to success and tools to build your future into the kind of life you have only dreamed about.

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**It Only Takes A Minute To Change Your Life (Live Presentation)** Willie Jolley 34:02

"As we build bridges to the future, we will face outstanding opportunities and tremendous challenges. If we are able to meet those challenges and grasp the opportunities with power and passion, we can have incredible results and change the world!" In this powerful presentation, Willie presents ideas, strategies and techniques for meeting the future, and he creates incredible results with power, passion and purpose. He will take you on an unforgettable journey and show you that "It only takes a minute to change your life, your attitude, your organization!"

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**It's Not What Happens To You, It's What You Do About It** W Mitchell 21:09

Overcoming difficulties is a daily requirement – personally and professionally. W. Mitchell shares his secrets so you can: Create positive changes; See opportunity in adversity; Welcome new risks; Inspire others with your success; Understand that most limitations are self-imposed; and Move past your limitations.

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<b>Make Every Day A Terrific Day</b>	Ed Foreman	62:17
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This intense personal development program is designed to educate, captivate, and entertain. Parts of this program were featured positively on 60 Minutes as "one of the most meaningful, life-enriching and long-lasting personal development experiences available." It is an unique, comprehensive habit-improvement program that mentally, physically and emotionally improves your sphere of living. This program will help you to eliminate self-defeating behavior, and improve your self-confidence through positive, success-generating habits, putting you on the road to greater achievement and a more rewarding life.

Download Ed Foreman's: [Life's Daily Menu](#)

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<b>Motivation: Igniting Exceptional Performance</b>	The LearnCom Group	21:40
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Create a work environment where people do their very best every single day. Based upon the proven strategies of Bob Nelson, author of the best-selling book 1001 Ways to Energize Employee's, this documentary-like video uses real-life examples from managers and employees at Boardroom Inc. and United Airlines to illustrate practical techniques and approaches that managers at all levels can implement. Managers will learn about the powerful benefits of encouraging communication, soliciting suggestions, developing trust and confidence, encouraging creativity, and providing rewards and recognition.

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<b>StrengthBank</b>	Sandra Shelton	42:11
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Most of us show up for work every day because we have to. StrengthBank strategies are about showing up for work because we want to, with joy and determination coupled to a bonus of low stress. Sandra A. Shelton shares these StrengthBank strategies with us. If work is an energizing experience, we are in a better frame of mind to handle our personal relationships. We are not Jeckyl and Hyde personalities; we can be consistent in our approach to others in order to draw in the very best relationships and, perhaps more importantly, move away from the destructive ones. Our customers and clients depend on it.

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<b>Success Is A Journey</b>	Brian Tracy	31:30
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Life is full of obstacles that you must overcome. Brian Tracy discusses his crossing of the Sahara desert, and relates the experience to the journey of life. Brian will discuss the "Seven Rules to Success" that will help lead you to success and achievement.

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<b>Success To Significance</b>	Nido Qubein	50:24
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This course will offer insights into the keys of success to significance. Nido Qubein shares lessons from his own life experiences. If you have not been getting the results you know you are capable of, you must view this course. You will learn: How to connect with others; Balance life and work; The difference between a decision and commitment; and Five keys for effective communication.

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<b>Take Control Of Your Destiny</b>	Art Berg	1:01:34
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It is human nature that when things go wrong, you tend to look for someone or something to blame. This video will teach you how to take responsibility for your life and solve your own problems. Art Berg shares his touching story of becoming a quadriplegic after a serious car accident, and how he didn't let it slow him down. He inspires people to achieve their dreams and take control of their own destiny.

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<b>Take Your Best Shot</b>	Roger Crawford	13:22
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This motivational program will help you and your organization cultivate quality, both professionally and personally (the best can always get better); maximize individual and team performance; and create renewed motivation by developing strategies for achievement.

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<b>The Dream. The Struggle. The Victory.</b>	Rudy Ruettiger	22:58
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Rudy Ruettiger, of the Tri Star hit movie RUDY, entertains his audiences and creates excitement. His passionate style of communicating will inspire your people to develop goals within the company and work together as a team, show them how to get through struggle together, use anger in a positive way to get results, and show them how to claim their victory as a company. Watch this program and re-ignite the fire for the Dream in your group.

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<b>The EPOD Theory</b>	Dave Yoho	22:55
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In this course, Dave Yoho motivates you with his "EPOD Theory". This course will give you the insight to excel in a professional or personal playing field. Dave discusses energy levels, persuasiveness, optimism, and discipline.

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<b>Your 5 C's – Journey Of Integrity</b>	Vince Poscente	46:32
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Are you looking for ways to improve your speed and focus? Do you want to raise the bar on your mental toughness and create passion for excellence? Vince Poscente will help you accelerate to your objectives. In just four years, he went from recreational skier to the 1992 Olympic Winter Games finals while breaking the national speed skiing record five times (135 mph on skis). His strategy outlines innovative techniques for you. They include the five C's: Clarity of Vision, Commitment, Consistency, Confidence, and Control. Poscente shows you how to apply each technique to take your business and personal goals to extraordinary levels. Vince's entertaining message will inspire you, capture your imagination and keep you on the edge of your seat.

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# Negotiation

<b>Buyer Negotiating Drives</b>	Roger Dawson	12:31
<p>Negotiations are driven by the underlying drives of the participants. This course identifies five buyer negotiating drives: competitive, solutional, personal, organizational and attitudinal. Skilled power negotiators understand these compelling drives and the buyers' objectives, and use their knowledge to fulfill the buyers' needs without diminishing their own positions.</p>		
<b>Characteristics of a Power Negotiator</b>	Roger Dawson	25:56
<p>This course sets forth a credo for all power negotiators. Take inventory of your possession of the character tools necessary for powerful negotiations. You learn how to channel your attitudes and beliefs into commanding negotiating strategies.</p>		
<b>Negotiating Skills</b>	Brian Tracy	26:05
<p>Your ability to negotiate well on your own behalf is the key to your success in almost every area of life. Negotiating is a skill like riding a bicycle or typing with a typewriter. You can learn it as a result of continual practice. You negotiate every day in every way. From the time you are young, throughout all of your interactions with others, you are continually negotiating for advantage. The only difference between people is that some are good at negotiating and some are not.</p>		
<b>Negotiating With Foreigners</b>	Roger Dawson	15:10
<p>Cultural biases can place hurdles between you and finishing the deal. National and cultural heritages greatly impact attitudes toward and understandings of negotiations and the nature of "the deal." Many foreigners enter into negotiations with nine preconceived characteristics of the typical American. Recognize these stereotypes and address or dispel them in your negotiations. Gaining an appreciation of cultural predispositions will guide your negotiations to positive ends.</p>		
<b>Personal Power In Negotiating</b>	Roger Dawson	25:21
<p>Wield your personal power to intimidate, influence or gain admiration in your power negotiating. Personal power can manifest itself in your negotiations in eight forms: legitimate, reward, coercive, reverent, charismatic, expertise, situation, and information. Learn to recognize the affects and perceptions of each distinct type of personal power in yourself and your adversaries, and you will avert intimidating negotiating situations and achieve desired results.</p>		
<b>Power Negotiating – Angry Buyers, Win–Win, and Rules</b>	Roger Dawson	25:40
<p>Don't allow an angry buyer to steer your negotiation. By establishing criteria, exchanging information, and reaching for a compromise, you can transform a potentially explosive situation into a smooth negotiation. Mastering the angry buyer is made easier with this course's quick reference checklist of ways to foster win–win negotiations. All of your negotiations should fit within the framework of our four negotiating rules; the first and most consequential of which is, don't narrow the negotiation to one issue.</p>		
<b>Power Negotiating – Buyer Styles</b>	Roger Dawson	23:52
<p>Effective power negotiators adapt to the personalities of their buyers. From two base dimensions of assertiveness and emotion, evolve four distinct buyer styles. This course identifies the pragmatic, extrovert, amiable and analytical buyers and their negotiating methods, faults, goals, relationships and methods. Once you have gained insight into the styles, use your learning to shift focus off of style biases toward the interests of the negotiation.</p>		
<b>Power Negotiating – Higher Authority and Good Guy/Bad Guy</b>	Roger Dawson	25:30
<p>Negotiations often mean concealment. Unlike Western movies, the good guys and bad guys in negotiations don't wear white and black. This course teaches you to be aware of the possibility that you could be a pawn in a good guy/bad guy situation, and how you must react to maintain the integrity of your negotiation. You, too, will be in a position to conceal. Learn how keeping a low authority profile will give you additional consideration, time and protection against a premature decision.</p>		
<b>Power Negotiating – Never Say Yes, Flinching and Reluctance</b>	Roger Dawson	25:51
<p>If your negotiations have left you thinking "I could have done better" or "something must be wrong," perhaps you said yes too quickly. In addition to teaching you why you must never say yes in haste, this course will teach you the importance of flinching and reluctance during negotiations. Discover how physical posturing, such as your ability to react and to acknowledge reactions, will allow you to key in on acceptable negotiating ranges. Master the methods of reluctance when buying or selling, and you'll tip negotiating ranges in your favor.</p>		
<b>Power Negotiating – Vise, Never Offer To Split the Difference, and Hot Potato</b>	Roger Dawson	25:08
<p>Increase your bottom line with decisive and reactive power negotiating techniques. Learn how to employ the vise by demanding a better offer and suggesting a single, absolute solution. Force your adversaries to offer to split the difference, making them feel, after you reluctantly accept, that they have won. Confront "hot potatoes," such as insufficient budgets, with unswerving challenge statements. The bottom line is the dollar, not the percentage, and this course will help increase yours.</p>		
<b>Power Negotiating Principles – Service Value, Trade–Off and Nibble</b>	Roger Dawson	25:56

"What can you do for me?" Asking this question will elevate the value of a trade-off in your negotiations. The trade-off principle of power negotiating transforms an apparent compromise into a valuable end. This course also stresses the principles of elevating your service value by establishing fee requirements in advance. Buyers may attempt to "nibble" for additional concessions once you've closed the deal. Learn how, at the most vulnerable point of your negotiation, the close, you can prevent the possibility of nibbling.

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### **Pressures of Power Negotiating**

Roger Dawson

25:35

Time and money can be scarce resources in negotiations. At some point in your negotiation, you will have to assess if the time and money pressures warrant continued effort. One of your considerations may be the extent of your information power. This course outlines effective means of acquiring information power from admitting you don't know to selecting an environment conducive for obtaining information. With information power and time and money perspective in tow, you will be empowered with the confidence that you are able to walk away if desirable outcomes are not imminent.

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### **Your Initial Position in Power Negotiating**

Roger Dawson

24:41

Your sales objectives are realized only when a profit is made. Maximize your profit-making potential by learning the difference between win-win negotiating (asking the buyer for more than you expect) and bracketing your objective. Powerful negotiating strategies will help you raise the perceived value of your product, avoid deadlock, position your concessions, and ultimately, turn the profit.

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## **Personal Development**

### **Balancing Work and Family**

Brian Tracy

25:43

Balance is the key to health, harmony and happiness and is central to maximum achievement. From his years of study, Brian Tracy discovered the key ideas that highly-effective people use to keep their lives in balance and to perform at excellent levels in both their careers and with their families. You will learn: How to make your own happiness central to your life; Practice moderation in all things; How to treat your time like money; and Where to use quality and quantity of time to achieve peace of mind.

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### **Balancing Your Life**

Brian Tracy

26:16

Learn some of the key ideas that highly effective people use to keep their lives in balance and to perform at excellent levels in both their careers and in the fulfilling of their personal responsibilities. Balance is the key to health, harmony and happiness and is central to maximum achievement. What you will learn: How to make your own happiness central to your life; Practice moderation in all things; Alleviate stress and dissatisfaction; Determine your ideal lifestyle; and The Law of Balance between work and family.

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### **Building A Winning Team**

John Cassis

57:24

Building a Winning Team is a rare blend of humor, entertainment and content. John's focus is on the critical elements of Team Building and Motivation. Highlights include: Maximizing your teams diverse skills and personalities; Humor, motivation and mental toughness can be the key to any organizations long-term success; Catching a second wind: How to cope with the challenges and pressures of career and personal relationships.

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### **Character Counts**

Brian Tracy

27:16

The most successful men and women in our society, and the men and women that you like and trust the most are invariably people with high, positive values and virtues. Character is a human trait. No one is born with character. Character is, therefore, both taught and learned over the course of your lifetime. The good news is that you can take complete charge of the development of your own character by doing certain things, the same way, every day. The starting point of character is for you to understand what it is and how important it is. Then, your job is to identify the central elements of character and resolve to develop them yourself.

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### **Choices and Consequences**

Brian Tracy

26:12

Everything you do involves a choice of some kind. And every choice that you make has a consequence that follows from it. In a way, every choice you make is like coming to a crossroads and going in one direction or the other. Some choices can have a major impact on your life, while other choices are not as important. In this session, you will learn about this important area, and how you can dramatically improve your effectiveness and your satisfaction in everything you do.

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### **Designing Your Future**

Brian Tracy

26:13

You can design your future so that you can have a wonderful life by choice, not by chance. You can be a "master of change" rather than a "victim of change." There are seven ingredients of success and achievement. Everything that you ever want in life could be listed under one of seven categories talked about in "Designing Your Future."

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### **Developing Personal Power**

Brian Tracy

26:34

Learn the most profound principles ever developed for becoming the kind of powerful personality that accomplishes extraordinary things in a few years that most people never accomplish in a lifetime. What you will learn: The three mental laws that determine your success; The power of belief; How to change your expectations; The role of your self-concept and self-esteem; and How to Take charge of your own development.

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<b>Dream Big Dreams</b>	Brian Tracy	25:54
Your ability to think in big, broad exciting terms about yourself, your goals and your potential is the key to your achieving more and more in life. All successful people have learned how to unlock their mental potential by dreaming big dreams and expanding their thinking to encompass more than they had ever thought of before. When you learn how to create an "ideal vision" for your life, and then to work systematically to achieve it, you will make more progress in a year or two than many people will make in five or ten years.		
<b>Effective Decision-Making</b>	Brian Tracy	26:30
If you improve your decision-making skills, you will improve your life. Decision-making is a key skill of success. In this course, you will learn to develop a systematic approach to defining and solving problems. Good decision-making requires a positive, clear plan of action.		
<b>Enhancing Your Self-Motivation With Power –Talking Skills</b>	George Walther	29:28
We've seen that specific phrase substitutions can dramatically enhance the image you project to others, and that some phrases hinder rather than help generate cooperation. All the while, the words we've been talking about in the context of their impact on others, have been impacting us, too. The purpose of this course is to identify the affect that your language has on your own self-image, and to learn how you can alter your daily speech patterns to motivate yourself.		
<b>Five Keys To Personal Power</b>	Brian Tracy	27:04
When you develop good mental habits of thought and feeling, you become healthy, mentally and emotionally. Learn how to develop even higher levels of personal power. You will do better in everything you attempt. You will learn: Greater self-confidence; How high-achievers think; The importance of dreaming big dreams; Imagining no limitation; How to develop single-minded concentration; and How to act your way into feeling.		
<b>Getting Mentors For Success</b>	Brian Tracy	26:36
For every cause there is an effect, for every effect a cause. To be successful, you must do what successful people do. Brian Tracy teaches you how to use proven methods to increase your success. You will learn: The key to success; How to develop a network of mentors who will help you; How to earn the right to ask for help; How to help others; and How to build the mentor/mentee relationship.		
<b>High-Achievement</b>	Brian Tracy	26:23
There has never been a better time in all of human history for you to achieve your goals and become a great success in whatever field you choose. Successful people are usually those who have studied other successful people and done the same thing so they can achieve the same results. In this session, you will learn how to put yourself onto the high road to achievement, so that you accomplish far more.		
<b>How To Have Your Best Year Ever</b>	Jim Rohn	25:56
Discover the day that turns your life around and puts you on the road to having your best year ever! In this series of courses by Jim Rohn, you will learn the keys to success. Jim will show you how simple it is to begin to turn your dreams into reality! Everyone is interested in getting more out of life, but few are willing to turn interest into action. In this course, you will learn the five major pieces to life's puzzle.		
<b>How To Have Your Best Year Ever – Communication</b>	Jim Rohn	21:31
Discover the day that turns your life around and puts you on the road to having your best year ever! In this series of courses by Jim Rohn, you will learn the keys to success. Jim will show you how simple it is to begin to turn your dreams into reality! Everyone is interested in getting more out of life, but few are willing to turn interest into action. In this course, you will learn the steps to excellent communication.		
<b>How To Have Your Best Year Ever – Financial Independence</b>	Jim Rohn	30:40
Discover the day that turns your life around and puts you on the road to having your best year ever! In this series of courses by Jim Rohn, you will learn the keys to success. Jim will show you how simple it is to begin to turn your dreams into reality! Everyone is interested in getting more out of life, but few are willing to turn interest into action. In this course, you will learn: How to set a financial plan; What financial independence is; and How to achieve it.		
<b>How To Have Your Best Year Ever – Five Key Abilities</b>	Jim Rohn	42:33
Discover the day that turns your life around and puts you on the road to having your best year ever! In this series of courses by Jim Rohn, you will learn the keys to success. Jim will show you how simple it is to begin to turn your dreams into reality! Everyone is interested in getting more out of life, but few are willing to turn interest into action. In this course, you will learn the five key abilities to happiness.		
<b>How To Have Your Best Year Ever – Life's Puzzle</b>	Jim Rohn	55:21
Discover the day that turns your life around and puts you on the road to having your best year ever! In this series of courses by Jim Rohn, you will learn the keys to success. Jim will show you how simple it is to begin to turn your dreams into reality! Everyone is interested in getting more out of life, but few are willing to turn interest into action. In this course, you will learn the five major pieces to life's puzzle.		
<b>How To Have Your Best Year Ever – Personal Development</b>	Jim Rohn	1:04:40

Discover the day that turns your life around and puts you on the road to having your best year ever! In this series of courses by Jim Rohn, you will learn the keys to success. Jim will show you how simple it is to begin to turn your dreams into reality! Everyone is interested in getting more out of life, but few are willing to turn interest into action. In this course, you will learn about the physical, mental, spiritual, and monetary areas of personal development, as well as the four major lessons in life.

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**How To Have Your Best Year Ever – Putting It Together**

Jim Rohn

12:27

Discover the day that turns your life around and puts you on the road to having your best year ever! In this series of courses by Jim Rohn, you will learn the keys to success. Jim will show you how simple it is to begin to turn your dreams into reality! Everyone is interested in getting more out of life, but few are willing to turn interest into action. In this final course, you will learn how to incorporate all the other courses in the series so that you can "Have your best year ever!"

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**How To Have Your Best Year Ever – Setting Goals**

Jim Rohn

19:16

Discover the day that turns your life around and puts you on the road to having your best year ever! In this series of courses by Jim Rohn, you will learn the keys to success. Jim will show you how simple it is to begin to turn your dreams into reality! Everyone is interested in getting more out of life, but few are willing to turn interest into action. In this course, you will learn about goals and vision.

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**Juggling Priorities**

The LearnCom Group

26:17

It's easy for life to swing out of balance and for you to lose focus of your real priorities. But you can learn to control much of the havoc and work closer toward your own definition of success. Set your sights on building for the future. If the life you lead now is pulling you in all directions, it's time for you to really look at your daily activities. Everything you do either leads you closer to or pulls you away from success. This video will teach you to successfully balance your health, family, career and other life events that compete for your time and energy. You'll learn prioritization rituals, and the steps for establishing a five-year vision that will set you on course to the life you want.

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**Leveraging Your Potential**

Brian Tracy

24:58

As you look around, you find that successful people are those who make a habit of doing the things that unsuccessful people don't like to do. When you begin making a habit of engaging in the behaviors that will give you the leverage you want to move ahead more rapidly, you will enjoy success that evades most people. You will learn: Why some people earn ten times as much as others; How to be lucky; Seven leverage factors; How to network, continually, with people who can help you; and To develop good work habits.

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**Making It A Great Life**

Brian Tracy

26:21

Learn the five steps to creating and maintaining a great life in everything you do. Increased turbulence means expanded opportunities. You will learn: How to develop an internal focus of control; The keys to high-performance; Goal orientation; Result orientation; Excellence orientation; Action orientation; and Time orientation.

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**Personal High-Performance, How To Get and Keep It**

Danny Cox

56:50

"This program is an in-depth, step-by-step system showing how you can achieve high-performance and maintain it. This surefire system was used by Danny Cox to ignite his undeveloped potential when he was failing. After his own "turnaround", this same innovative system was taught to his individual team members. Results? An incredible 800% increase in productivity. Records were smashed, not only in the company, but industry-wide. Topics discussed include: non-productive habits, determining and developing internal strengths, goal systems, and a high-performance plan.

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**Re-Thinking Motivation**

Jim Cathcart

25:06

The old approach to motivating yourself and others was based on trying to change people. In today's changing world, there is significantly greater value to be found in optimizing one's existing natural strengths. Jim presents the latest on psychological and behavioral science research on motivation. This is based on the Acorn Principle: Finding your natural path for growth. Topics covered include: finding your natural smarts, isolating your core values, and optimizing your velocity.

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**Seven Secrets of Success**

Brian Tracy

24:01

Today, we know more about how to achieve success in more areas than we have ever known before. When you begin to learn and apply the principles that have been discovered by other successful people, you soon begin to get the same results. You will learn: Why some people are more successful than others; Law of Cause and Effect; The seven key behaviors of high-performance; The importance of goals; Creative imagination; The role of a positive mental attitude; and The need for continuous persistence.

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**Seven Secrets To Mental Fitness**

Brian Tracy

26:49

Success, in any field of human endeavor, is more mental than physical. When you develop healthy physical habits, you enjoy good physical health and energy. When you develop good mental habits of thought and feeling, you become healthy, mentally and emotionally, as well. In this course, you'll learn the distilled wisdom of fifty years of research in behavioral psychology, and how to keep yourself upbeat and positive most of the time.

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**Stop Worrying, Start Living**

Brian Tracy

26:02

Worry can be your biggest enemy. Your job should be to learn how to control worry and minimize its impact on your thinking, your feelings and

your performance. In this course, you will learn some of the best ideas ever developed by the highest performing men and women in our society to combat the constant threat of worry and anxiety.

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**The Business of Life** Brian Tracy 26:40

A business is merely an organization that is assembled to get a certain result by using the talents, abilities and resources of several people. There are many parallels between the operations of business and the operations of personal life. The most effective people are those who apply proven business principles to their personal activities so they get more of what they want, faster than the average person. In this session, you will learn how to approach your life like a business, and benefit from the practical principles that have been demonstrated to get better results over the years.

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**The Critical Factors of Success** Brian Tracy 26:19

Why are some people more successful than others? This subject has been studied exclusively going back to the earliest philosophers, several hundred years before Christ. The good news is that today, we have the answers. Today, we know why some people accomplish a lot in life and why some people accomplish very little. The bad news is that the good news is very hard to apply, which is why so few people ever fulfill their potential in life.

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**The Luck Factor** Brian Tracy 27:02

You are a potential genius and your intelligence is like a muscle. You will learn: To develop the three qualities of genius; How to ask curious questions; To approach problems systematically; To develop the ability to concentrate intensely; and The three key stimuli to creativity – goals, problems and questions.

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**The Miracle Is In The Mix** Nido Qubein 56:22

You can have both success and significance, in life and at work, when you learn to create a clear vision, develop a solid strategy, follow some practical systems, and commit yourself to consistent execution. This course will inform and inspire you to maximum achievement.

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**Thinking Big** Brian Tracy 27:01

You cannot control most of the things that happen to you. You can only control your responses to those things. Your goal must, therefore, be to become a master rather than a victim of change. Your goal is to be powerful rather than powerless. In its simplest terms, successful people are more highly-motivated, more focused and more effective thinkers than others. They think bigger and better than the average person. They have higher levels of self-esteem, self-respect and personal pride. The true measures of success are emotional. There are several things that you can do, every day, to expand your mind and your thinking, to increase your levels of self-esteem, self-respect and personal pride.

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**Unshakable Optimism** Brian Tracy 26:32

The better you feel about yourself and the world around you, the happier and more cheerful you will be. The more positive a person you are, the more people will be willing to help you in everything you want to do. The most successful people at every level of society are those who are liked and respected by the greatest number of other people. By deliberately doing and saying the things, every day, that will make you feel better about yourself, you will improve every aspect of your life. In this session, you will learn how to become an optimist in a world of continual challenges, difficulties and setbacks.

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**Your 1000% Formula** Brian Tracy 23:26

Learn a simple formula that is virtually guaranteed to help you dramatically increase your valued income in the years ahead. What you will learn: The key to success for individuals and businesses; The commitment to continuous improvement; The Kaizen method of personal development; Setting a goal to grow at one half of one percent per week; and Seven steps to continuous betterment.

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## Presentation Skills

**Million Dollar Words – Speaking for Results** Patricia Fripp 33:44

Learn how to outline any talk, on any subject. Patricia Fripp's key points are highlighted in this live presentation.

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## Productivity

**Productivity 01 – The Real Purpose of Business** Jason Jennings 15:59

Transform your people into business leaders who will dramatically generate more revenues profits. Jason Jennings' PRODUCTIVITY! Contains valuable lessons from the world's fastest and most productive companies.

The real purpose of business is NOT to make money or profit, rather it is to Find, Keep, and Grow the RIGHT customers. If you do this, huge profits will come your way. Don't be all things to all people.

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**Productivity 02 – The Art of Abandonment** Jason Jennings 19:49

Transform your people into business leaders who will dramatically generate more revenues profits. Jason Jennings' PRODUCTIVITY! Contains

valuable lessons from the world's fastest and most productive companies.

STOP doing those things that are holding you back, slowing you down, and keeping you from achieving your full economic potential. Learn seven obstacles of abandonment and eliminate the time wasters, money shredders, and mental blocks.

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### **Productivity 03 – Establish Your Cause**

Jason Jennings

15:13

Transform your people into business leaders who will dramatically generate more revenues profits. Jason Jennings' PRODUCTIVITY! Contains valuable lessons from the world's fastest and most productive companies.

The world's fastest and most productive companies all have one thing in common, they rally around their CAUSE. Your CAUSE will create passion in every employee and becomes the cornerstone for establishing your business culture.

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### **Productivity 04 – Strategy and Tactics**

Jason Jennings

13:03

Transform your people into business leaders who will dramatically generate more revenues profits. Jason Jennings' PRODUCTIVITY! Contains valuable lessons from the world's fastest and most productive companies.

Simplify your business strategies in ONE BIG OBJECTIVE. Then develop your tactics to meet your ONE BIG OBJECTIVE.

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### **Productivity 05 – Staying Focused**

Jason Jennings

10:33

Transform your people into business leaders who will dramatically generate more revenues profits. Jason Jennings' PRODUCTIVITY! Contains valuable lessons from the world's fastest and most productive companies.

Keep everyone focused on your CAUSE and BIG OBJECTIVE. Learn the Three Tracks Model and you will keep your Image, Reality, and Financial tracks aligned.

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### **Productivity 06 – Transformational Systems**

Jason Jennings

15:04

Transform your people into business leaders who will dramatically generate more revenues profits. Jason Jennings' PRODUCTIVITY! Contains valuable lessons from the world's fastest and most productive companies.

Implement transformational systems to increase speed, reduce time, and streamline every process. Identify your best practices and strive for continuous improvement.

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### **Productivity 07 – Breaking the Commodity Code**

Jason Jennings

12:37

Transform your people into business leaders who will dramatically generate more revenues profits. Jason Jennings' PRODUCTIVITY! Contains valuable lessons from the world's fastest and most productive companies.

Turn your commodity products into value-added solutions. Strategize ways to increase the value and revenue of your current products and services leading to new revenue streams.

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### **Productivity 08 – Measure, Measure, Measure**

Jason Jennings

14:53

Transform your people into business leaders who will dramatically generate more revenues profits. Jason Jennings' PRODUCTIVITY! Contains valuable lessons from the world's fastest and most productive companies.

Increased productivity is achieved when you measure all the right things. Learn what the fastest and most productive companies measure. Understand and identify the key drivers that lead to your business success.

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## **Professional Development**

### **Fast Tracking Your Career**

Brian Tracy

24:09

The smartest and most productive thing a person can do is take full control of his or her career path, by projecting forward several years, and then developing the knowledge and skills that he or she will need in the future. What you will learn: Your most valuable asset; The best investment of your time and money; The new paradigm in education; Why the future belongs to the competent; Knowledge and skills are the key to the future; and How to become a master of change rather than a victim of change.

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## **Project Management**

### **Initiating a Project and Preparing the Project Plan**

SkillSoft

3:00:00

Project integration management is concerned with ensuring the proper coordination of project processes so project objectives are achieved. Successful project managers use project integration management to integrate project processes, maximize performance, and meet project goals throughout the life cycle of a project. This course will highlight the importance of project integration management to project performance. It will cover the project inputs, tools and techniques, and outputs of the following processes in the Project Integration Management knowledge area:

Develop Project Charter, Develop Preliminary Project Scope Statement, and Develop Project Management Plan. Through interactive learning strategies and real-life scenarios, the learner will explore these concepts and gain a better understanding of the project integrative processes in action.

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## Sales

**Adaptability In Selling** Don Hutson 23:30

If you are willing to step out of your own "comfort zone," you are more apt to become a successful salesperson. Adaptation is key to achieving your goals. In this course, you will learn the "Platinum Rule" of selling.

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**Advanced Selling Skills** Don Hutson 29:54

It is so important to continuously enhance your skills in the competitive world of selling. This course will enlighten you to the critical elements necessary to gain that ever-important competitive edge.

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**Asking Your Way to Success In Sales** Brian Tracy 24:43

The very best and highest-paid salespeople in every field share certain qualities and characteristics. They learn that the great secret in selling, as well as in human relationships, is to ask questions and listen carefully to the answers. The more they listen, the more they learn about how they can structure their product or service offerings to help the client achieve his goals or satisfy his needs. In this course, you will learn some of the most important discoveries in human relations and one of the finest of all interpersonal skills in human communications.

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**Attributes of High-Performance Salespeople** Don Hutson 20:41

High-performance salespeople understand and appreciate the continuing evolution of the profession of selling. They are customer focused professionals and highly-motivated team members.

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**Becoming A Top Negotiator** Brian Tracy 26:14

Top negotiators in every field have been studied for many years. They each have similar qualities that you can learn and apply to every situation you deal with in selling. By practicing the behaviors of top negotiators, you will soon get the same results that they do. In this course, you will learn how to approach every negotiating situation with a set of proven tools and techniques that you can use to get the very best deal for yourself and your company. You can apply these methods and ideas to every part of your personal life as well.

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**Building and Delivering Persuasive Presentations – Part 1** Terri Sjodin 44:38

In today's competitive sales environment, polished and persuasive presentation skills are essential for sales success. In this course, Terri Sjodin outlines important presentation skills, focusing on three major points: believing you can create a better presentation, creating a presentation worth listening to, and delivering persuasive rather than informative speeches. Sjodin covers first impressions, three-minute elevator speeches, audience retention, visual aids, and persuasive arguments to help unlock the keys to a successful presentation.

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**Building and Delivering Persuasive Presentations – Part 2** Terri Sjodin 38:34

In today's competitive sales environment, polished and persuasive presentation skills are essential for sales success. In this course, Terri Sjodin describes the elements of an effective presentation, recounts her personal attempt to get her foot in the door, and discusses professional business dress.

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**Closing Techniques of Top Producers** Kerry L. Johnson Ph.D. 29:50

Tens of thousands of people around the world have already benefited from the expertise of Dr. Kerry Johnson. This unique training program will give you the tools necessary to increase your sales and your income! You will learn how to recognize when people are feeling pushed, what to do when you have gone too far and how to gain a 100% closing rate.

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**Closing the Sale** Brian Tracy 26:55

The ability to get your prospect to make a firm buying decision is central to your success in professional selling. All top salespeople are excellent at bringing the sales conversation to a successful close. Learning how to close a sale is a skill that can be developed. In this course, you will learn some of the key ideas practiced by the biggest moneymakers in sales in all fields. When you learn how to close easily and well, at the appropriate time, you will take full control over the future of your sales career.

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**Complex Selling** Brian Tracy 26:13

Many years and many millions of dollars have been invested in studying the process of selling and buying. The Complex Selling model is the result of the most extensive research into the buying process. When you begin selling with this step-by-step formula, you will find it easier to sell more of your products or services to more customers.

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**Consultative Selling** Brian Tracy 26:35

The highest paid and most successful sales professionals are positioned in their customer accounts as friends, advisors and consultants. The practice of the consultative selling approach will help you move to the very top of your field. It is a valuable tool that is indispensable in dealing with complex sales in accounts where many factors are involved and competition is a key factor.

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### **Customer Solutions In Value-Added Selling**

Chuck Reaves

16:13

The purpose of this course is to teach you one of the pivotal concepts in value-added selling: the importance of solving the customer's problems. To be successful, we must position ourselves as problem-solvers. It's time to let go of sales techniques that give the impression that we're trying to solve our own problems. In fact, as we begin to focus on our customer's problems, our own problems are usually solved in the process. As a result of this program, you should be able to: Fully understand how critical it is to be perceived as a problem-solver; Improve client retention through our ability to solve problems; Clearly identify customer problems; and Quantify the customer's problems.

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### **Customers For Life**

Brian Tracy

26:42

A direct sale on a commercial customer today costs more than \$400 in terms of time, travel, advertising, generating leads and expenditures. Acquiring a customer at this cost, can put a company out of business unless that customer buys again and again. The very best salespeople, and the very best companies, implement strategies to acquire customers and keep them for life. Your goal must be to develop long-term customer relationships, and then to hold on to them in the face of ever more aggressive competition. When you install a customer acquisition and retention strategy, you do more to build and maintain long-term customer relationships than ever before. This course will teach you how to get "customers for life."

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### **Differentiation In Value-Added Selling**

Chuck Reaves

21:00

The purpose of this module is to demonstrate how being unique can help differentiate us from other salespeople in the marketplace. We will learn how important it is to differentiate our company, our product, and ourselves. The more crowded or more competitive the market, the greater our need to be differentiated. As a result of this module, you should be able to: Use the techniques given to set yourself apart as unique; Enhance your own value in the customer's mind; and Develop some of your own unique approaches.

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### **Feature/Benefit Analysis In Value Added Selling**

Chuck Reaves

29:42

In value-added selling, the feature/benefit analysis is as valid as ever, but taken two steps further. This course will explore the feature/benefit analysis through the problem stage and the solution stage. We can use the feature/benefit analysis to position ourselves ahead of our competitors. As a result of this course, you will be able to: More quickly show the value of your product or service; Qualify and quantify how your product or service can solve specific customer problems; Take the feature/benefit analysis two steps further; and Learn how to quantify the impact your product or service can have on a customer's profitability.

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### **Gaining Customer Commitment**

Don Hutson

28:10

If you are willing to put forth an effort to formulate a plan for learning about people, you can build an impressive customer base. Knowing what the customer wants and how to deliver, will put you on the winner's side.

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### **Getting Through To Buyers – While The Others Are Screened Out**

Art Sobczak

43:25

Many sales reps never have a chance to talk to decision-makers (who very likely could buy from them) because they are screened out. Getting Through To Buyers – While Others Are Screened Out shares with you the secrets of reaching and selling to people who can and will buy from you. You'll learn how to actually work with the screener to save time and be better prepared when you do reach the buyer.

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### **Helping Customers In Value Added Selling**

Chuck Reaves

10:13

The purpose of this deceptively simple course is to emphasize the value in an old-fashioned notion called "helping". "Helping" is first of all, an attitude. It is an attitude that conveys the message to our customers that we genuinely want to help them run their business better, apart from our personal gain. Practicing this attitude often translates into greater success for our own goals. As a result of this course, you should be able to: Evaluate your current attitude and see if you have demonstrated an interest in helping your customers; Begin using techniques to demonstrate your willingness to help; and Understand how helping can actually translate into greater sales success.

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### **High-Performance Selling**

Don Hutson

30:31

To be the very best in selling, you must have a clear vision of your career path, as well as the ability to set and achieve goals. This course will focus on both decision-making and goal-setting which will enable you to be a high-performance salesperson.

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### **How Buyers Buy**

Brian Tracy

26:13

The very best salespeople are actually "sales psychologists." They spend an enormous amount of time thinking through the motivations of their customers and looking for ways to structure their offerings to appeal to the primary needs and motivations of the people they are talking to. In this course, we will talk about how buyers buy and how you must structure every sales offering so that it touches on the key motivations that cause people to make buying decisions.

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### **Identifying Problems and Presenting Solutions**

Brian Tracy

26:37

Customers buy for their reasons, not yours. The most important thing you do in a sales presentation is to uncover the true needs or problems of the

prospect that your product or service can solve or fulfill. Selling is a science as well as an art. Top salespeople have a set of skills that they can use to establish higher levels of rapport and to separate prospects from suspects faster than average salespeople. By learning and practicing a series of powerful, proven skills used by high-performing salespeople everywhere, you can dramatically increase your effectiveness and your results. In this session, you will learn some of the best ideas used by some of the best people.

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### **Increasing Sales Productivity**

Chuck Reaves

29:06

This course is designed to give you the information necessary to set clear goals and to be able to measure your performance against those goals. You will learn how to develop an action plan to attain those goals and to use that action plan on a daily basis. You will make better use of your time and the customer's time. As a result of this course, you will be able to: Identify areas where you can improve your time-management skills; Learn to focus your daily activities more effectively; Understand the four types of goals and how to manage each; Break goals and objectives down into daily tasks; and Understand the impact of territory management on productivity.

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### **Influencing Customer Behavior**

Brian Tracy

25:57

Many years of research in motivational psychology have uncovered some of the key reasons why people do the things they do. All successful salespeople and all successful sales organizations have found ways to tap into the underlying motivations that cause people to act and to react to commercial messages and sales proposals. The more you know about how and why people do the things they do, the faster and easier it will be for you to turn prospects into customers, and then to get the referrals and resales that will make you a top producer in your field.

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### **Listening In Value Added Selling**

Chuck Reaves

27:45

The purpose of this course is to teach you how asking the right questions of your customers, and then listening carefully to the responses, can make you more successful. The most important thing you can learn from a customer is their buying criteria. You can only learn this by asking key questions, and then listening to their responses. You will use those same responses to show the customer why he/she should buy from you. As a result of this program, you should be able to: Open up channels of communication between you and your customers that have not been opened before; Incorporate advanced questioning techniques in your sales contacts; and Determine the customer's buying criteria through your effective use of questions.

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### **Megacredibility In Selling**

Brian Tracy

23:52

Megacredibility in Selling will teach you how to develop high levels of credibility in everything you do that affects the customer. The average customer, today, is bombarded with hundreds and even thousands of commercial sales messages every day. The customer, today, is extremely skeptical and suspicious of any and all sales offers. For you to be successful in selling, you must develop a method of overcoming the skepticism and building high levels of confidence in the mind of the customer toward you, your company, and your products and services. In this course, you learn how to develop high levels of credibility in everything you do that affects the customer.

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### **Negotiating The Sale**

Brian Tracy

26:21

Your ability to negotiate well in your own behalf, both in selling and in personal life, is essential to your getting the very best prices, terms and deals that are available to you. People who do not like to negotiate are people who are simply not very good at negotiating. Negotiating is a skill, like riding a bicycle, that can be learned by study and practice. You can become an excellent negotiator if you really want to. Your ability to negotiate well for yourself and your company can make an enormous difference in the quality of your sales and the degree of profitability they contain for your organization.

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### **Overcoming Objections**

Brian Tracy

26:26

Customers today are bombarded by hundreds, and even thousands, of commercial messages. They are skeptical, suspicious and careful with their time and money. No matter what you are selling, customers will have questions and concerns that you must resolve before you can proceed to a sale. In this session, you will learn some of the key ideas you need as part of your skill set for overcoming objections.

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### **People Skills / Buyer Behavior**

Don Hutson

18:10

Your "behavioral style" reflects the comfort zone in which you behave and communicate. It is the pattern of actions others observe for describing your underlying behavior. The three behavioral dimensions which we will discuss are combined to form your personal profile. Understanding buyer behavior is critical to high-performance sales people.

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### **Personal Sales Planning**

Brian Tracy

25:59

Successful salespeople are better thinkers than average salespeople. The more accurate you are in thinking about yourself, your goals and the activities necessary to accomplish them, the more successful you will be in everything you attempt. In this course, you will learn how successful individuals accomplish far, far more than the average person, by planning their goals and activities in advance. The aim of personal strategic planning is for you to increase your "return on energy." Your mental, emotional and physical energy is all you really have to sell. The key to success has always been to "plan your work and work your plan!"

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### **Personality Styles In Value Added Selling**

Chuck Reaves

42:03

Have you ever wondered why people act the way they do? In this course, we will discuss the four behavioral styles and how you can sell more effectively to each of them. You will also learn how to use your own behavioral style more effectively. Companies don't do business with companies, people do business with people. Therefore, the more we can learn about managing people, the more successful we will be in sales. As a result of this course, you will be able to: Understand your selling style better; See yourself as others see you; Make better and more lasting impressions based on

the customer's perspective; and Manage your sales time and efforts more effectively and efficiently.

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**Positioning In Value-Added Selling** Chuck Reaves 22:58

The purpose of this course is to give the participant techniques and ideas about how he/she can better position themselves with their clients. One of the important keys in value-added selling is controlling the customer's perception of our company, our company's products, and our salespeople. To a certain degree, the salesperson positions the entire industry with each encounter with every client. As a result of this course, the participant should be able to: Understand the various elements of positioning; Better control their positioning; Develop positioning techniques for every encounter with the customer; and Position their company higher in the customer's mind.

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**Post-Trade Show Follow-Up** Steve Miller 19:52

All your efforts before and at the show are wasted if you don't follow-up! This course helps you avoid the Post-Show trap, and includes Steve Miller's "Closed-Loop Follow-up System". The information contained in this course will help you use the Trade Show as a springboard for long-term relationships . . . and long-term business!

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**Prospecting Power** Brian Tracy 25:59

The most important part of selling is prospecting. The most successful salespeople have the most complete strategies and plans to develop the highest quality and quantity of prospects who can and will buy within a reasonable period of time. In this course, you will learn some of the most important ideas of prospecting and how you can apply them to your sales work to increase the number of sales you make, faster and easier than ever before.

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**Psychology of Selling – Ten Keys To Success** Brian Tracy 26:53

Selling is more mental than it is physical. 80% of your success in the field of selling will be based on the way you think and feel. What is going on inside you is going to largely determine how you behave on the outside. The greatest breakthrough in the study of human potential in the 20th century has been the understanding of the self-concept. How you think and feel inside precedes and predicts your levels of performance and effectiveness in everything you do. When you take full, complete control of your conscious mind, you take complete control of your feeling and your behavior as well. In this course, you learn the key elements of the "Psychology of Selling" and how to perform better in everything you do.

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**Qualities of Top Salespeople** Brian Tracy 24:36

Millions of dollars and thousands of hours have been spent studying the top salespeople in every field, all around the world. Today, we know exactly who they are and how they think and feel about themselves and their work. When you begin to develop the same qualities, characteristics and thinking habits of the highest paid salespeople in your field, you will very soon begin to get the same sales results and earn the same kind of money. In this course, you will learn the qualities of top salespeople and how to incorporate them into everything you do.

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**Re-Thinking Sales** Jim Cathcart 24:40

This course covers the natural approach to selling – relationship sales. This natural approach to partnering with people in order to meet their needs is suited for any type of selling. Learn to become the preferred supplier and subject matter expert that your customer needs. Relationship selling has six simple steps, each with a clear goal in the integrated system, known as the sale. You will learn to identify each step and master your strengths related to it. You will also learn how to build trust and create a never-ending flow of business through rethinking sales.

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**Red Hot Customers – Be a Consultant – Part 1** Paul Goldner 26:21

This course is devoted to making your customers red-hot. This course is also devoted to making your sales career red-hot by deriving your success from the success of your customers. In order to make your customers red-hot and make your sales career red-hot, we must learn how to integrate the ideas we have presented in this course into our day-to-day selling activities. Learn why it is crucial to sell value. Understand how to create value.

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**Red Hot Customers – Be a Consultant – Part 2** Paul Goldner 32:30

This course is devoted to making your customers red-hot. This course is also devoted to making your sales career red-hot by deriving your success from the success of your customers. In order to make your customers red-hot and make your sales career red-hot, we must learn how to integrate the ideas we have presented in this course into our day-to-day selling activities. Learn how to quantify the value provided to customers. Enhance your consultative selling skills.

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**Relationship Selling** Brian Tracy 26:13

The heart of the sale, today, is contained in the quality and quantity of relationships that you form with prospects and customers. The very best and most successful salespeople are those who are the most capable of entering into, and maintaining, the highest-quality relationships with people who can buy from them and recommend them to their friends and associates. In this course, you will learn the key elements of relationship selling and how you can apply them at every stage of your career.

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**Sales Persistence Strategies** Chuck Reaves 23:28

Is there a secret to success? In this course you will learn how to close even the most difficult sales. You will learn how to neutralize the stubborn gatekeeper. There is actually a better way to be persistent and there are rules for persistence. How do you go back when the customer has already rejected your ideas without sounding like a broken record? As a result of this course, you will be able to: Understand the value of persistence; Use new and varying techniques to go back into accounts; Determine additional opportunities for selling in your existing accounts; Expand your

customer base; and Teach others how to benefit from the strength of using persistence.

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**Sales Presentations**

Chuck Reaves

21:21

What type of presentation will you use on your next sales call? Does your next call have to be a face-to-face call or is there a better method? How do you know which type of call is most appropriate for each customer contact? In this course, we will discuss the advantages and disadvantages of each type of presentation. We will develop a process for you to use in determining which is best. As a result of this course, you will be able to: Understand the four types of presentations; Discern the advantages and disadvantages of each; Make better use of your sales resources to make more calls and close more sales; Modify the way you are currently using the four types of presentations; Use the sales call to differentiate yourself, your company and your product; and Penetrate accounts that have refused to see you.

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**Secrets of Success in Selling**

Brian Tracy

24:24

The great secret of success is that there are no secrets of success. There are timeless truths that have been known and practiced by the top people in sales, and in every other field, throughout the ages. When you learn and practice the thinking and behavioral skills of the top people in your field, you will soon begin to get the same results they do. There is a series of powerful, practical things that you can do, every single day, that will give you the winning edge in selling and move you to the top of your field. In this course, you learn how to be better in the field of selling than ever before.

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**Selling Different People Differently**

Brian Tracy

26:27

The very best salespeople have developed the art of adjusting their personalities and styles so that they are in harmony with the different kinds of prospects that they meet each day. For you to achieve your maximum potential in selling, you must learn how to get along with a variety of people and sell them the way they want to be sold rather than the way you particularly want to sell. In this course, you will learn how to sell effectively to different kinds of people.

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**Selling Made Simple**

Brian Tracy

26:10

Selling is an art and a science that can be learned by study and practice. Most people who have difficulties achieving success in selling have never been properly trained. Many people who have been selling for many years function on the basis of habit and instinct rather than on the basis of methodology and process. In this course, you will learn the essential elements of successful selling practiced by all top sales professionals everywhere.

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**Selling On Non-Price Issues**

Brian Tracy

26:04

The very best salespeople are those who sell on the basis of value, quality, utility, dependability, service, reputation, and other factors rather than basing the sales conversation on convincing the prospect that you offer the best price. In this course, you will learn some of the key ideas for selling on the real issues that cause people to buy.

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**Selling to the Opposite Sex**

Kerry L. Johnson Ph.D.

35:35

83% of consumer goods in America are purchased by women. 61% of all cars in America are also purchased by this group. No matter what you sell, you are working more with women now than at any other time. Yet you probably don't know how to sell them or the unique way they want to buy. In this program, you will learn: The two things women want most from any salesperson; How men want to buy; and The three things women dislike most when dealing with male salespeople.

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**Selling Your Price**

Dave Yoho

40:00

No single issue confronts salespeople more often than price. It is the root of many objections and delay for negotiation. Price issues come in various forms and disguises. Sometimes they are direct, but often times the language is more subtle, such as "we want to shop around some more." Professional selling requires that you acknowledge and prepare for price issues. In this course, we will deal with selling your price, as well as understanding and dealing with price objections.

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**Telephone Sales**

Brian Tracy

27:21

Your ability to use the telephone skillfully, as a business tool, is absolutely essential to your success, no matter what area of selling you specialize in. The cost of the average sales call today is more than \$400. Many customers do not need to see a salesperson face-to-face in order to make a decision. Telephone skills are learned by repetition and practice over and over until you become a master of the telephone as a sales instrument. You will learn: How to Prospect; How to Confirm Appointments; Customer Inquiries; Outbound Selling; and Inbound Sales.

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**The Competitive Advantage – Assure**

Tony Alessandra

39:33

If you want your sales team to be successful in the increasingly competitive markets, they must be able to get and hold, the buyer's attention. To do this, they must differentiate themselves, as well as your company and your product, from some very tough competition. This course is designed to teach your sales people how to excel in a complex selling arena. The learning modules include: Servicing the Customer after the Sale; Enhancing the Customer Relationship; and Expanding Business Opportunities.

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**The Competitive Advantage – Collaborate**

Tony Alessandra

43:00

If you want your sales team to be successful in the increasingly competitive markets, they must be able to get and hold the buyer's attention. To do this, they must differentiate themselves, as well as your company and your product, from some very tough competition. This course is designed to

teach your sales people how to excel in a complex selling arena. The learning modules include: Creating customer options and solutions, Selecting options, Proposing solutions, and Competitive advantages.

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**The Competitive Advantage – Confirm**

Tony Alessandra

51:53

If you want your sales team to be successful in the increasingly competitive markets, they must be able to get and hold, the buyer's attention. To do this, they must differentiate themselves, as well as your company and your product, from some very tough competition. This course is designed to teach your sales people how to excel in a complex selling arena. The learning modules include: Gaining customer commitment, Yes and No signs, Addressing customer concerns, Uncovering problems, and Dealing with postponement.

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**The Competitive Advantage – Contact**

Tony Alessandra

48:27

If you want your sales team to be successful in the increasingly competitive markets, they must be able to get and hold, the buyer's attention. To do this, they must differentiate themselves, as well as your company and your product, from some very tough competition. This course is designed to teach your sales people how to excel in a complex selling arena. The learning modules include: Direct mail; Getting an appointment; and Determining relationship strategies.

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**The Competitive Advantage – Explore**

Tony Alessandra

56:35

If you want your sales team to be successful in the increasingly competitive markets, they must be able to get and hold, the buyer's attention. To do this, they must differentiate themselves, as well as your company and your product, from some very tough competition. This course is designed to teach your sales people how to excel in a complex selling arena. The learning modules include: Preparing to explore; Listening; and Exploring with your customer.

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**The Competitive Advantage – Target**

Tony Alessandra

54:21

If you want your sales team to be successful in the increasingly competitive markets, they must be able to get and hold, the buyer's attention. To do this, they must differentiate themselves, as well as your company and your product, from some very tough competition. This course is designed to teach your sales people how to excel in a complex selling arena. The learning modules include: Knowing your competitive advantage, Identifying and finding your best potential customers, and Using personal marketing to generate leads.

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**The New Model of Selling**

Brian Tracy

24:06

Learn a model of selling that has revolutionized and transformed careers of many thousands of salespeople worldwide! In the last few years, the science of selling has changed dramatically in every area. Top sales professionals are those who have changed, adjusted and adapted to the new world of selling. They treat customers differently and they see themselves differently. They recognize that sales success requires very different approaches to the customer and the market than was necessary for success in the past. In this course, you will learn a new model of selling that has revolutionized and transformed careers of many thousands of salespeople worldwide.

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**The Winning Edge In Sales**

Brian Tracy

23:53

Why are some people more successful than others? This question has been studied for many years. More than four-thousand books have been written and hundreds of training programs have been developed. Tens of thousands of sales calls have been carefully monitored to identify key traits, qualities and behaviors of top salespeople in every industry. In this course, you will learn the critical element that separates the top performers from the average performers in every field.

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**Time Management for Salespeople**

Brian Tracy

27:20

After 100 years of research and countless millions of dollars invested in seeking the causes for success and the causes for failure, we have come up with a simple answer. People are highly-paid because they spend their time doing things of high-value. Salespeople who spend every minute of every day focusing on high-value activities, eventually rise to the top of their fields and make a lot of money. Salespeople, even in the best of markets with the best of products, representing the best of companies, who waste their time in low-value activities, seldom accomplish anything of importance. In this course, you will learn some of the fundamental ideas for managing your time and your life.

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**Upside-Down Selling**

George Walther

47:01

Most sales professionals spend most of their time doing the least profitable task! Upside-Down Selling maximizes your sales profit by re-kindling fading customer relationships. You'll learn strikingly simple Phone Power techniques that enhance the returns you gain from current customer relationships. When it comes to Selling, Customer Service, and Complaint Resolution, you'll find the upside-down approach in this program delivers solid, profitable, long-term relationships.

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**Value Added Selling Overview**

Chuck Reaves

17:10

This course is designed to give the participant a definition of value-added selling. It will explain the difference between value-added and commodity selling. Also included in this opening course, is an overview of the sales process. It will serve all sales associates, and others, with customer contact responsibilities to periodically review the basics of selling. As a result of this program, the participant should be able to: Understand the meaning of value-added selling; Develop a foundation for using the remainder of the sales training; Identify the four stages of a sale; Understand the basics of a sales call; Respond more positively to customer objections; and Make more effective use of their time, and the customer's time.

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**Value-Added Selling** Brian Tracy 26:26

Your ability to position yourself, your company and your product in such a way that what you offer contains higher perceived value to your customer is the key to selling more of your products at higher margins and being more successful in your career. In this course, you will learn how to overcome price concerns and focus on the value that the customer gets rather than the amount that the customer pays.

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**Want/Need Analysis In Value Added Selling** Chuck Reaves 20:25

Determining the customer's buying motivation can be one of the keys to greater sales success. People buy different things for different reasons. This course helps you determine what motivates a particular buyer at a particular time. It also shows the advantages and disadvantages of each. As a result of this course you should be able to: Identify the customer's buying motivation; Capitalize on the customer's buying motivation; and Predict which motivation the prospect may require.

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## Sales Management

**Communicating For Results** Brian Tracy 19:17

There are many skills and activities required to be a successful sales manager. Most, if not all, of the skills and the effectiveness of the activities depend on one thing, communication. The quality of sales representatives; sales manager relationships can be derailed or accelerated and solidified by the quality of communication. The lessons learned in this course will not only impact sales team relationships, but can be your cornerstone for effective customer and management team interaction. By the end of this course, you will learn: Keys to communicating effectively; The importance of preparation; That timing is critical; How clarity can set the tone; How to listen better; and about tone of voice.

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**Communication Channels** Brian Tracy 15:46

Many challenges in your life, both personal and business, result from poor communication and misunderstandings. By making the extra effort to supply and clarify, you can eliminate hours of unnecessary problem-solving. You must communicate in different directions and in different ways. This course focuses on the many forms of communication common to sales management. By the end of this course, you will learn: Three critical communication tools; Three types of communication for success; Facts about call reports, customer analysis and expense reports; and How to effectively use the phone.

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**Effective Delegation** Brian Tracy 18:23

Management has been defined as "getting results through others," and that requires effective delegation of tasks, duties and responsibilities to your staff. Your ability to delegate is crucial to your advancement and to your success in business. Delegation enables you to expand your work from what you can do, to what you can control or manage. Delegation enables you to increase the quality and quantity of your results. Your results will, more than any other single factor, determine your remuneration, your position and your level of personal satisfaction in your work. By the end of this course, you will learn: What delegation enables you to do; Five forms of management; Three delegation methods; Seven key steps to delegation; Methods of delegation; and Rules of delegation.

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**High-Performance Management** Brian Tracy 16:39

The job of sales manager is not only a pivotal job in most companies, it is also a stressful job. It requires high energy levels and clear thinking to achieve at high levels. Your personal habits, eating and rest, for example, can have a significant impact on your job performance. In addition, your ability to deal with pressure from above, below and outside is critical to job satisfaction and performance. By the end of this course, you will learn: Keys to high-performance through better health; Seven major causes of stressful responses; and Antidotes to stress.

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**Interviewing and Selection** Brian Tracy 21:00

The salespeople you manage, more than anything else, determine the level of success you will attain as a sales manager. In this course, we will focus on selecting the best candidates from your recruitment pool. Your ability to prepare for the interview process and having a clear picture in your mind's eye of the kind of person you want and need are essential. This course will help you with both clarity and preparation. By the end of this course, you will learn: The law of three in interviewing; The qualities to look for; The SWAN formula for hiring; Seven interview skills; and How to check references.

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**Key Accounts** Brian Tracy 14:12

The much used 80/20 rule tells us that as much as 80% of a company's revenues can come from as little as 20% of its clients. One of your responsibilities as a sales manager is to strategize with your salespeople in regard to those clients. You must have a plan to develop, penetrate and keep key accounts. This course will focus on your role in planning and strategizing. In major account selling, it's the quality of strategy as well as the quality of the call that counts. By the end of this course, you will learn: The difference between key accounts and smaller accounts; Rules with regard to strategy; Ideas in key account planning; and The advantages of strategic coaching.

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**Leading The Action** Brian Tracy 18:07

As a sales manager, you must stimulate emotions. A simple but easy way to distinguish leadership from management is to measure emotions. Are your people excited and are they striving to achieve something great? Leadership is the critical difference. To get extraordinary results from ordinary people requires leadership – "the ability to get followers." You must break new ground, chart new seas, and be a role model for innovation and success. By the end of this course, you will learn: Facts to incorporate regarding to people; Seven key qualities of sales leadership; and Principles of sales management.

<b>Managing and Leading</b>	Brian Tracy	16:25
<p>Your job as a sales manager is to extract extraordinary results from ordinary people. You must be a manager and a leader. To be effective, your image of yourself must be that of a manager, not a super salesperson. You now have new skills to learn or reinforce. The tools you use to define success are different. This course will address critical success factors and core competencies required to be a leading sales manager. By the end of this course, you will learn: Key changes to make in your self–image; Seven management tools; Key management tasks; and Three requirements to fulfilling promise and potential.</p>		
<b>Motivating Salespeople</b>	Brian Tracy	19:59
<p>One of the hardest jobs in the world today is motivating salespeople – motivating them to continuous improvement; motivating them to excellence. The core of the motivation challenge is individual self–esteem. Making people feel like winners; making them feel that their contribution is important and appreciated is the job of the sales manager. By the end of this course, you will learn: How the interactive model of effectiveness works; The major problems faced by salespeople; The keys to motivation; Interactive skills that boost self–esteem; and Job requirement for maximum motivation.</p>		
<b>Planning For Success</b>	Brian Tracy	15:25
<p>The primary job of the sales manager is to plan what must be done. A well–structured plan enables you to get the job done through others. It enables you to get results in an organized and predictable fashion. Your ability to plan your work, work your plan, and get your people to follow your plan like a well–conducted orchestra is essential to superior sales management. By the end of this course, you will learn: Three steps to planning; Four ways to project sales; How to analyze your market; and Eight keys to planning sales success.</p>		
<b>Pushing To The Front</b>	Brian Tracy	20:56
<p>Why are some people more successful in their careers than others? Why do some people grow and flourish, get promoted, move ahead rapidly and enjoy greater satisfaction in their lives and work? After many years of research and study, we finally have the answers to these questions. The starting point lies in our own thinking, our expectations of ourselves. You have the capacity of greatness in you. You, with desire and effort, can develop the "winning edges", the small marginal differences in competence that translate into enormous differences in results. By the end of this course, you will learn: Four mental laws; Seven ways to control your thinking; and How to participate in life–long learning.</p>		
<b>Recruiting Salespeople</b>	Brian Tracy	16:13
<p>One of the most important things you do is staffing. A critical talent is the ability to recruit, hire and build a team of effective, competent people. The best sales managers have the best staffs. The best staffs are a reflection of quality recruiting skills. Remember, you are working and accomplishing tasks through others. The quality of those others will have a direct bearing on the quality of work you produce and the opinion others have of you. By the end of this course, you will learn: How to use zero–based thinking; To build the profile of the ideal sales candidate; How to build an appropriate job description; and Some excellent sources of sales recruits.</p>		
<b>Sales Meetings</b>	Brian Tracy	18:45
<p>As a manager, one quarter or more of your career will be spent in meetings. The purpose of this program is to show you how to manage and participate in meetings more effectively so that you get the maximum return on time invested in meeting with other people. As a manager, the way you conduct a meeting and the way you perform in a meeting is a major factor in your career success. By the end of this course, you will learn: Reasons for holding sales meetings; Six parts to planning sales meetings; The structure of sales meetings; and Ideas on holding better sales meetings.</p>		
<b>Sales Supervision</b>	Brian Tracy	25:46
<p>This course focuses on the importance of field supervision and it's many benefits. You can not function as a sales manager without dedicating a good portion of your time to field supervision. Field supervision allows you to feel the pulse of the business. It's how you get closer to the salespeople and your customers. It's how you function as a role model to your salespeople and how you become a company representative to your customers. It's an important way to inspect what you expect. By the end of this course, you will learn: Requirements for direct supervision; Advantages of field supervision; The process of sales supervision; Procedures for sales calls; and Key roles of sales supervision.</p>		
<b>Sales Training</b>	Brian Tracy	15:47
<p>"If you keep doing what you're doing, you'll keep getting what you're getting." This is an insightful quote, but the real world of business paints an even darker picture. You'll only keep getting what you're currently getting if the competition doesn't improve. We all know that isn't the case; the competition will improve. Training is the way you keep up with and outpace the competition. The quality of your sales team is a key source of competitive advantage. It may be the only sustainable competitive advantage you have. You must grow your people. Training is the way you grow your people. At the end of this course, you will learn: The different types of training; The levels of training; and Sales training design – the basic model.</p>		
<b>Skills Coaching</b>	Brian Tracy	18:07
<p>In today's market, it is difficult to find and keep a product–oriented competitive advantage. Today many salespeople and companies are selling a commodity. Your people can be the company's sustained competitive advantage. For this to happen, you must be able to coach them to excellence. You must identify areas of development and ensure that the individual is coached to acceptable levels of performance. By the end of this course, you will learn: When to coach; How to coach; The steps of superior coaching; What problems to avoid or overcome; and The rewards and pay–offs of effective skills coaching.</p>		

<b>Strategy and Positioning</b>	Brian Tracy	18:44
Sales is not an easy profession. The skill and attitude requirements demand an immense effort. Your job as a sales manager is to nurture those skills and maintain an environment conducive to the necessary attitude. In addition, you must help your people strategize and position themselves and the company. A significant part of that effort is helping them expand their knowledge base – company knowledge, competitive knowledge and marketplace knowledge. By the end of this course, you will learn: Requirements for high morale; Five key knowledge areas; and How to do a competitive analysis.		
<b>Territory Management</b>	Brian Tracy	17:41
Salespeople are not interchangeable. The skills and talents one individual has used to achieve success in one type of territory may not serve as well in another. Your job as a sales manager is to put the right people in the right place. This may mean reorganizing territories and reassigning individuals. By the end of this course, you will learn: The two generic types of territories; About different types of calls; How to do a territory analysis; How to maximize territory coverage; How to design a call reporting system; and Seven keys to territory management.		
<b>The Pivotal Skill In Sales Management</b>	Brian Tracy	19:29
The success of a company is based on many things, but there is no more important job than the job of sales manager. It is the pivotal position in any company; the make or break position. Management is not an exact science; there is not an absolute way to do things that will assure success, but there are several time-tested skills and traits common to most successful sales managers. Your job is to take this information and apply it to your work environment. Course objectives: The five key differences between selling and sales management; The seven roles of a sales manager; The differences in selling today versus yesterday; and Three key principles to reaching the top.		
<b>The Problem Salesperson</b>	Brian Tracy	19:08
A key executive talent is the ability to recruit, hire, and build a team of effective, competent people. Problem salespeople can sometimes, not only negatively impact their territory contribution, but the contribution of other team members as well. Because individual human beings are so complex, even the very best hiring skills will give you a success rate of only 66 percent. You must be willing to deal with the 33 percent that don't work out. By the end of this course, you will learn: The three types of problem salespeople; How to save problem salespeople; and The process of firing.		
<b>The Sales Performance Appraisal</b>	Brian Tracy	18:52
Without feedback, people cannot improve. No feedback is taken more seriously by salespeople than regularly scheduled written performance appraisals. Written feedback is one of the most effective ways to help people improve. You owe it to your people, your company and yourself to do quality performance appraisals. By the end of this course, you will learn: The purpose of performance appraisals; Steps to the performance appraisal process; Twelve things to evaluate in an appraisal; Process elements; and Five key points to remember.		
<b>The Sales Plan</b>	Brian Tracy	16:09
Sales quotas are one of your largest responsibilities. They are the standards by which you and your people will be evaluated. They can motivate your people to reach for higher goals and performance or they can demoralize individuals. Improperly handled, assigning of sales quotas can be the source of problems, frustrations and wasted energy. Properly handled, sales quotas can mean superior achievement and highly-motivated salespeople. By the end of this course, you will learn: Four measures of ROTI; Five methods for setting sales targets; What to consider when developing sales plans; and How to measure sales performance.		
<b>The Winning Team</b>	Brian Tracy	16:10
We have discussed the importance of staffing; the selection and development of quality individuals. We will now focus on bringing those individuals together as a cohesive team. You cannot do it yourself; you must work through others. The impact these others have in accomplishing your goals can be enhanced through the power of synergism. By the end of this course, you will learn: Six key qualities of a winning team; The basic needs of team members; The H.P. model of effectiveness; How to motivate a team; and How to build a team culture.		
<b>Sexual Harassment</b>		
<b>A Realworld Guide to Sexual Harassment</b>	The LearnCom Group	14:25
This course covers the basics of Preventing Sexual Harassment in the Workplace. It is designed for all employees including non-supervisory personnel, supervisors and managers. It is ideally suited for new employee orientation, and refresher training for all other personnel.		
<b>Sexual Harassment – Is It or Isn't It – SPANISH</b>	The LearnCom Group	16:42
This course will communicate the latest information on identifying and dealing with sexual harassment. It is designed with interactive vignettes to stimulate discussion about the not-so-obvious forms of sexual harassment, and the hostile work environment it can create. You will learn valuable lesson to help eliminate the emotional and financial problems of sexual harassment in the workplace.		
<b>Sexual Harassment Awareness – What You Need To Know</b>	The LearnCom Group	27:47
Because of the law and sometimes unclear nature of sexual harassment, it is important to educate employees on the types of scenarios that could place them in a potentially victimizing position. By watching the scenarios presented in this video, viewers will get a clear definition of sexual		

harassment, including gender-based and subtle forms of sexual harassment. They will also learn why sexual harassment happens, how to recognize it, and what steps to take if they are victimized by it, or if they observe it. In turn, managers will receive guidance on how to treat sexual harassment issues in the workplace.

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### **Sexual Harassment For Managers – Zero Tolerance**

The LearnCom Group

20:23

Your responsibility, as a manager, for protecting your organization from sexual harassment goes a lot further than avoiding lawsuits. By and large, your management position requires you to work at stopping sexual harassment before it begins. This means, taking the responsibility for creating a work environment free from sexual harassment behavior, to the best of your ability. This video can teach you, as a manager, what sexual harassment is, how to recognize the two illegal types, who typical harassers are, using workplace humor, how to educate your employees, and more.

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### **Sexual Harassment Reminders – Responsibilities for Managers**

The LearnCom Group

35:03

As a manager, you are responsible for protecting your organization from sexual harassment. This video will teach you how to do this by identifying the two types of sexual harassment, Quid Pro Quo and Hostile Work Environment, and by using employee education. Workplace dating and humor will be covered as well as methods for handling mistakes.

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### **Sexual Harassment Reminders – Solutions For Employees**

The LearnCom Group

26:31

This course will explain how to create a work environment free from sexual harassment, which means creating a work environment of pride. Employees will be encouraged that prevention is up to them. This means knowing that sexual harassment is an unwelcome action, knowing who is a harasser and who is a victim, and addressing employee issues such as dating in the workplace. Plus, what to do about sexual harassment if you are the target. Finally, employees need to know what actions to avoid to ensure sexual harassment doesn't happen.

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## **Stress Management**

### **All Stressed Up and No Place To Blow**

Mimi Donaldson

59:00

To manage everyday stress, people must learn to identify their own stress "triggers" – the little things that set them off. Next, they must delve deeper to discover why things bother them – the "war" within – worry, anger, and resentment, that causes the stress response. Mimi will help you see the stress triggers coming, and tell you how to respond to them effectively.

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### **Simplifying Your Work and Your Life**

Tony Alessandra

35:54

If your life is more complicated than you ever wanted it to be, you can change it! For anyone who wants to regain charge of his or her life, this self-effacing course will help you trim life's excess, help you feel confident in your choices, and help you say "no" to other people's (even those above you) projects when you are truly being pulled from all sides. Presenters Jeff Davidson and Dr. Tony Alessandra reveal strategies for minimizing your life at work, including implementing your own four-phase system for managing interruptions as well as tips for coping easier at home. You'll Learn How To: Bring your life into balance through goal setting; Zap out-of-control stressors; Organize your desk and your filing system; and Overcome ingrained habits.

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### **Stress Management**

The LearnCom Group

1:19:21

The techniques to help you manage stress and enjoy life are here! This essential program is full of practical tips and relaxation methods for helping you unwind, determine your priorities, and live a virtually stress-free life. This video will teach you how to identify the source of your stress, balance work and family more effectively, and assess your short and long term priorities.

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### **Successfully Manage Your Job & Career**

The LearnCom Group

19:32

Are there days when you wish you could turn unhappy and unproductive people at work into feel-good go-getters? Or put on a smile and cheer yourself up? This video proves that humor is an essential survival skill for keeping your outlook healthy at work and for growing strong work relationships. Nationally known humorist, C.W. Metcalf shows employees how they can reduce stress through humor and appropriately turn high-pressure work environments into more productive atmospheres with less tension.

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## **Success**

### **How We Thrive On Challenges That Most People Avoid**

Art Mortell

53:02

Successful people have a unique attitude toward the challenges that most people avoid. Adversity renews their humility, sharpens their objectivity and makes them more resilient. Art Mortell will teach you that by capitalizing on adversity, developing strong relationships and thriving on stress, we succeed. We then raise our self-image, set higher expectations and achieve excellence.

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### **Programming Yourself For Success**

Brian Tracy

26:58

You always perform on the outside based on the way you are programmed on the inside. Because you have learned to be the person you are today, your future can be unlimited. You can unlearn old habits and learn new, positive habits of thought and behavior. A few key points: The Law of Correspondence; Programming your subconscious mind; Creating your desired mental equivalent; The difference between your conscious and subconscious minds; and The Law of Subconscious Activity.

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<b>Three C's Of Success</b>	Brian Tracy	26:10
Learn the three C's of success and a formula that is easy to apply. Change today is continuous and unpredictable. Regaining a "sense of control" is vital. Clarity is the key to control. What you will learn: What 25 years of research tells us; How to create a blueprint for your future; Why courage is the foremost of the virtues; and Ten key principles for developing courage.		

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## Team Building

<b>Team Building 1 – Conflict Resolution – Session I</b>	Peter Land	23:03
Understand the various types of teams and the sources of power that impact teamwork.		

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<b>Team Building 1 – Conflict Resolution – Session II</b>	Peter Land	31:35
Learning to identify the eight sources of conflict is the first step in prevention and/or resolution.		

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<b>Team Building 1 – Conflict Resolution – Session III</b>	Peter Land	13:34
Learning to use all five styles will enable the participant to be effective since conflict is often a "moving target."		

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<b>Team Building 1 – Conflict Resolution – Session IV</b>	Peter Land	19:35
Learning "what to say and practice saying it" is the purpose of this final session. The prior study and planning is only of value if you can actually conduct an effective conflict intervention meeting with great skill.		

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<b>Team Up For Success – Building Teams</b>	The LearnCom Group	31:44
No longer is teamwork an option. Teamwork is a known competitive advantage, which means every employee, no matter what they do, should be prepared to join a team if they aren't already a member of one. In this video, you will find out your first and most important step in your participating role, and what to do to maximize the time you spend with your team. Scenarios in this video pay close attention to four critical areas for putting together and putting in motion a solid team – including two keys in goal-setting. You'll also identify a convenient model to form team solutions without bringing conflict to the forefront, along with five guidelines to follow for choosing the best solution.		

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## Telephone Sales

<b>Advanced Street Smart Tele-Selling: More on Getting More Clients</b>	Jeff and Marc Slutsky	25:59
To get the sale you must know how to identify your client's problems and offer the appropriate solution. The only way to do that is ask questions and listen. Unfortunately, more salespeople talk way too much. With the right approach, your client will eventually tell you everything you need to know to get a "yes." This course shows you the most effective way of getting that information using some memorable and highly entertaining "war stories" that help drive home these critical tactics.		

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<b>Advanced Telemarketing – Skills 6–10</b>	Stan Billue	25:04
Advanced Telemarketing Skills is one of the most powerful courses on telemarketing and sales ever produced. You will learn how to become your best in record time, annihilate your competition, learn the secrets of the superstars, how to be in the top 5% that produce 95% of the sales, discover how to work smart not hard, and have more fun and make more money. This session includes weasel words are a waste, winning words are wonderful, constant calls create constant cash, organization offers opportunity, and speak to sell.		

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<b>Advanced Telemarketing – Skills 16–20</b>	Stan Billue	29:02
Advanced Telemarketing Skills is one of the most powerful courses on telemarketing and sales ever produced. You will learn how to become your best in record time, annihilate your competition, learn the secrets of the superstars, how to be in the top 5% that produce 95% of the sales, discover how to work smart not hard, and have more fun and make more money. This session includes establishing control controls energy, formats form fabulous fortunes, dedication determines destiny, actors achieve stardom in selling, and making decisions makes dough.		

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<b>Advanced Telemarketing – Skills 36–40</b>	Stan Billue	18:26
Advanced Telemarketing Skills is one of the most powerful courses on telemarketing and sales ever produced. You will learn how to become your best in record time, annihilate your competition, learn the secrets of the superstars, how to be in the top 5% that produce 95% of the sales, discover how to work smart not hard, and have more fun and make more money. This session includes blow by brush-offs, bridges are better, open your closed questions, qualify without questions, and a list helps you listen.		

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<b>Advanced Telemarketing – Skills 41–45</b>	Stan Billue	18:29
Advanced Telemarketing Skills is one of the most powerful courses on telemarketing and sales ever produced. You will learn how to become your best in record time, annihilate your competition, learn the secrets of the superstars, how to be in the top 5% that produce 95% of the sales, discover		

how to work smart not hard, and have more fun and make more money. This session includes Layering is learning, hard questions aren't easy, needs are necessary, reverse the roughies, and brain-picking isn't profitable.

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### **Advanced Telemarketing – Skills 71–75**

Stan Billue

19:02

Advanced Telemarketing Skills is one of the most powerful courses on telemarketing and sales ever produced. You will learn how to become your best in record time, annihilate your competition, learn the secrets of the superstars, how to be in the top 5% that produce 95% of the sales, discover how to work smart not hard, and have more fun and make more money. This session includes let them sell themselves, "I" irritates, think stinks, trial closes are not traumatic, and objections offer opportunities.

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### **Street Smart Tele-Selling: How To Get Clients By Phone**

Jeff and Marc Slutsky

17:25

The phone can be your most effective and cost-efficient sales tool, but your overall success hinges on the success of your first telephone contact with that new prospect. Whether you use the phone to set up good qualified appointments or you wish to close the sale completely over the phone, this video shows you an easy-to-follow, step-by-step process that's proven to get results.

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## **Time Management**

### **Delegating and Communicating**

Brian Tracy

15:22

Learn how to increase output with better communication techniques. How to delegate the right person the right way. Get your part across clearly to others. Solve problems faster, make better decisions. Teach others a time-saving technique.

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### **Effective Project Management**

Brian Tracy

15:23

Master the art of multi-task projects. Organize yourself and others for maximum speed and productivity. Put your career onto the fast track. Learn how to plan, organize, delegate, supervise – and get the job done on time. Project management forms and story-boarding complicated tasks for easy monitoring.

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### **Eliminating Time Wasters**

Brian Tracy

15:24

Learn how to focus your vision and concentrate your powers. Identify your predominant time wasters. Using the telephone as a business tool. Avoid interruptions, save time in meetings, delegate effectively and make faster decisions. Eliminate time-wasters from your environment.

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### **How To Set Priorities**

Brian Tracy

15:32

Focus on strengths in yourself, others, and the situation. Identify your key result areas. Alphabetize tasks to clarify priorities. Determine the present and future value of an activity.

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### **Managing Priorities In Constantly Changing Times**

Odette Pollar

22:58

Managing priorities in the midst of change is today's challenge. Success, today, requires a mastery of the new ABC's – Accountability, Balance, and Control. In this program, you will learn how to sort out conflicting priorities and plan for unexpected response situations. Discover the five strategies that will help you integrate long-term, important tasks into your daily routine.

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### **Maximizing Productivity**

Brian Tracy

15:24

How to concentrate single-mindedly on one thing. Creating blocks of productive time. Motivate yourself to sustained effort. Divide tasks into logical sub-types for greater effectiveness. Set meaningful deadlines on every activity.

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### **Overcoming Procrastination**

Brian Tracy

15:24

Separate the urgent from the important. Break the habit of procrastinating. Develop a "sense of urgency" with key tasks. Break jobs down into "do-able" pieces. Complete harder, high-value tasks first.

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### **Philosophy of Time Management**

Brian Tracy

15:24

The one thing that makes you unique from every other human being in the world is the way you think, especially how you think about your time and your life. If you think more effectively and constructively about all aspects of your life, you will actually improve them. In this session, you will learn the qualities of thinking of superior men and women and how you can develop and use them in your day-to-day life.

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### **Planning and Organizing**

Brian Tracy

15:21

Learn the essential key to high productivity. Organize yourself for maximum results. Deal with paper quickly and efficiently. Use the most reliable time management tools. Get more done in less time by knowing how to plan your work and work your plan.

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### **Setting Priorities**

Brian Tracy

23:25

People are successful to the degree to which they can carefully think through what they need to do in advance, and then do only those things that will make the greatest contribution to their lives and work at the moment. Successful people are very well-organized. You will learn: The Law of the Excluded Alternative; Setting priorities requires setting posteriorities as well; The consideration of consequences in setting priorities; The ABCDE Method; Your highest value activity; and What you do that will make a real difference.

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**Staying on the Fast Track** Brian Tracy 15:22

Keep current with the critical information in your field. Learn how to read, summarize and access key ideas. Practice the "rip and read" method to stay ahead of your competitors. Utilize the miracle of audiotape listening.

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**Strategic Goal-Setting** Brian Tracy 15:27

How to clarify and define expectations. Set clear, specific targets for accomplishment. Practice Management by objectives in everything. Join the Top 3% in every organization. Set and organize your goals in every area of your life and work. Isolate and remove obstacles to goal attainment.

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**The New Time of Your Life** The LearnCom Group 19:34

Time – our most valuable resource. No matter what you do, no matter how hard you try, you'll never get more time. You can't buy it—you can't borrow it. Time is life. If you waste your time, you waste your life. If you master your time, you master your life. The New Time of Your Life has been developed to help you master your time. This course will provide you with tools, techniques and ideas to help you take control of time. To have the time of your life!

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**The New Time of Your Life – SPANISH** The LearnCom Group 19:38

Time – our most valuable resource. No matter what you do, no matter how hard you try, you'll never get more time. You can't buy it—you can't borrow it. Time is life. If you waste your time, you waste your life. If you master your time, you master your life. The New Time of Your Life has been developed to help you master your time. This course will provide you with tools, techniques and ideas to help you take control of time. To have the time of your life!

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**The Psychology of Time-Management** Brian Tracy 15:30

How to develop the mind-set of highly effective people. Program your subconscious for maximum efficiency. Develop the attitude of the top producers. Gain complete control of your time and your life. Practice self-discipline easily in the areas where you make the greatest contributions.

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**Time Management Skills** Brian Tracy 20:04

Time is the one indispensable, irreplaceable resource of accomplishment. We all have an equal amount of time. It has been said that the truly successful in our society are separated from others because they have elected to use their time differently. Time-management is really life-management. The pay-off for becoming an excellent time-manager is high. One of the most important rules for success is simply to "form good habits and make them your masters." By the end of this course, you will learn: The importance of planning; Seven time-wasters to eliminate; How to be pro-active; and Seven keys to increased productivity.

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**Time Management to Balance Work and Family** Brian Tracy 14:07

Successful people are very clear about what is important to them. They know how to set priorities and concentrate on doing the things that give them the greatest satisfaction and happiness in life. You have two kinds of goals: work and family. Discover what your chief aim in life is, where most of your real happiness comes from, the main source of stress in your life, the key to balancing conflicting responsibilities and the most important thing of all.

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## Training

**Building A Learning Organization** Brian Tracy 23:18

Brian Tracy invites you into the 21st century way of making business work by focusing more on your organization's people. Throughout this program Brian teaches the extreme importance of training and constant motivation. He then promotes the effectiveness of mini-seminars or video learning, calling it the simplest, immediate and most cost productive solution to how an organization can achieve continuous learning, and therefore, continuous success. You will learn: How to overcome obstacles that prevent organizations from becoming learning organizations, Why learning must be systematic and regular, and How to use video in eight contrasting ways for learning.

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**High-Impact Training** The LearnCom Group 17:58

Organizations can rely on influential training expert Dr. Richard Chang, as he shows nontraining professionals how to build a qualified training program guaranteed to teach employees with impact and produce measurable results. Exposing many training myths, Dr. Chang helps nontrainers divide their newfound role into six organized phases for ingraining positive, long-term phases in their organization. Learners will begin by figuring the organizational changes that drive the need for training in their workplace. Then Chang shows them how to establish a realistic time line, how to select appropriate programming materials and support materials, even field questions from employees like a pro. You will learn how to: Produce learning tools, Calculate measurable results, Map out your training approach, and Track ongoing follow-through.

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