

## Business

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|--|--------------------|-----------|-------|
| <b>Basics of Interviewing</b>  | The LearnCom Group | Disc: 563 | 29:40 |
| <p>For many supervisors, managers and executives, interviewing is an infrequent and rather uncomfortable task. Hiring the right person seems like a mix of serendipity and good fortune. Ferreting out a person's skills without violating some federal law seems like a very narrow path to walk. However, it is possible to develop a plan, organize your thoughts, and conduct an interview that allows you to gather information that is critical in selecting a qualified and motivated candidate. You will learn how to: develop an understanding of the interview process, uncover the three underlying questions of any interview, identify basic competencies of all jobs, evaluate candidate's qualifications, and assess the candidate's motivation and fit within your organization.</p> |                    |           |       |
| <b>Conducting a Productive Meeting</b>   | The LearnCom Group | Disc: 563 | 12:14 |
| <p>Recent studies show that meetings are one of the biggest time wasters in the business world. Now you can learn how to conduct your meetings more productively. You will learn: how to prepare a memo for meeting participants, the importance of choosing other options when a meeting can be avoided, how to organize and deliver a well-rounded agenda, and effective ways to end a meeting.</p>  |                    |           |       |
| <b>Conquering the Leadership Challenge</b>   | Bill Byrne         | Disc: 554 | 25:11 |
| <p>This course raises timely questions coupled with provocative answers about the roles of leaders. Bill Byrne believes the futuristic leaders will effectively interpret the importance of the human dimension. Areas of focus: understanding leaders ethics, recognizing the requirements of effective empowerment, establishing MUL (managing, unmanaging, and leading), a leader's written plan and assimilating how the futuristic leader will behave.</p>  |                    |           |       |
| <b>Going Beyond A POSitive Mental Attitude I</b>   | Rich Wilkins       | Disc: 309 | 61:16 |
| <p>Powerful Stuff is what "Mr. Pos" uses to describe the principles he teaches in this program. You will discover that the negatives of your past are not what's important. It's how to use them to make a better person now, and in the future. His principles will help you better understand mediocrity. When in all actuality, we are engineered for success and born with the seeds of greatness. In this program, Mr. Pos will cover the following: believe in yourself, focus on your success, surround yourself with positive people, have faith, and your attitude makes the difference.</p>  |                    |           |       |
| <b>Lighten Up!</b>   | C.W. Metcalf       | Disc: 555 | 37:48 |
| <p>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.</p>  |                    |           |       |
| <b>The Psychology of Guerrilla Marketing For Your Business</b>   | Bill Gallagher     | Disc: 560 | 53:10 |
| <p>This course will give you, hands-on, solid marketing skills and unconventional marketing techniques, designed to dramatically grow your business. You will learn: how to use guerrilla marketing, why it works, unconscious buying decisions, and the top ten critical marketing concepts.</p>  |                    |           |       |
| <b>Total Quality</b>   | The LearnCom Group | Disc: 561 | 51:20 |
| <p>The majority of companies believe they should do Total Quality Management, but they don't know how. There's plenty of confusion on the subject as well. This course is designed to eliminate the confusion and help you get started on a Total Quality process that works for your organization. Total Quality teaches you how to gain support for the total quality approach in your organization, and helps you teach this approach and integrate it into every level of business. You will learn: how to communicate the TQ message, critical first steps, eliminate confusion that occurs when developing and integrating a TQM process, and customize a TQM process specifically for your organization.</p>  |                    |           |       |
| <b>Business Strategy</b>   |                    |           |       |
| <b>A Strategy For Business Renaissance</b>   | Tom Hinton         | Disc: 553 | 15:42 |
| <p>What will it take to position your company for success in the 21st Century? Business author and speaker, Tom Hinton, has researched best-in-class companies and found one proven answer. In this powerful course, you will learn how to harness the human potential in your company and combine it with a set of unifying principles to create best-in-class performance.</p>   |                    |           |       |
| <b>Entrepreneurial Leadership</b>  | Brian Tracy        | Disc: 573 | 24:59 |
| <p>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.</p>   |                    |           |       |
| <b>Re-Think To Out-Think</b>   | Eileen McDargh     | Disc: 581 | 27:30 |

Continual improvement in products, services, organizational structures, or performance, requires an ability to be both creative and innovative. Using a unique adaptation of the classic Johari window, this course explores four areas for accessing information and why individuals and organizations often neglect to think "out-of-the-box". You will: discover the difference between mastery and rustery, learn a four-part model for continued learning and expanded thinking, explore what holds us back from expanding our thinking, and acquire strategic questions for probing each quadrant of the model.

## Change

**Guiding Employees Through Change** The LearnCom Group Disc: 555 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.

**Managing Change Effectively** Brian Tracy Disc: 576 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.

**Meeting The Challenge** The LearnCom Group Disc: 558 48:24  
 Two of America's leading thinkers, Warren Bennis and Peter Drucker, come together to provide a guide to conducting business in a rapidly changing global economy. You'll learn the best ways to manage and lead in this challenging environment. Subjects covered include: the information-based organizations, the knowledge worker, management of knowledge specialists, entering the global economy, special service worker demands, and the challenge of change.

**The Challenge of Change** The LearnCom Group Disc: 556 39:40  
 Change has always been a fact of life. But change used to be incremental, and we dealt with it step-by-step. Today's change is exponential – change piled upon change. Today's reality dictates that you have to be able to accept change in order to succeed. What you will learn: the five critical factors that make change acceptable, how to get everyone excited about creating change, why today's worker feels overwhelmed by so many changes, how to get people to accept new ideas, the role of VISION in creating change, the most powerful factor that inspires change, and the relationship between success and the ability to change.

**The Change Race** Brian Tracy Disc: 101 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.

## Communication

**Be A Better Communicator** Brian Tracy Disc: 77 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.

**Business Writing** The LearnCom Group Disc: 79 28:48  
 Poor writing buries good ideas, confuses coworkers, and angers customers. Time spent on writing and rewriting and on reading and rereading also reduces personal and corporate productivity. And what about the cost of duplicated research as a result of vague reports, safety hazards caused by unclear directions, and lost sales because of poorly written customer correspondence? Good writing is a reflection of clear thinking. Increase your productivity by sharpening your writing skills. What You'll Learn: use the MADE format: (Message–Action–Details–Evidence), reduce your writing time, and organize your ideas for impact.

**Dealing With Difficult People** Terry Paulson Disc: 76 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.

**How To Be an Effective Communicator** Nido Qubein Disc: 76 14:54  
 We do not communicate in a vacuum. People are bombarded with messages everyday that compete for their attention. Do you have the skills to get, and to hold, your customer's or prospect's attention? This course will help you communicate more clearly and effectively by identifying: the key trait of good communication, a four-letter word to help you speak more clearly, more carefully and with greater impact, and a simple system that will

help you organize presentations. Each of us must clearly say what we mean and mean what we say. Then just watch the incredible results that happen in your working relationships.

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

George Walther

Disc: 77

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 Leadership**

Terry Paulson

Disc: 76

27:10

Explore the positive power of questions and listening in generating focused enthusiasm for today's empowering leaders. Viewers will learn how to overcome their self-blocks to effective listening and master skills that encourage innovation and involvement from all they work with. Learn the importance of preparing to listen, facilitating communication, scheduling time to talk, and shaping questions that define your leadership. Listening makes listeners. Take the time to listen to this timely tape.

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**Presentation Skills**

C.W. Metcalf

Disc: 78

20:40

C.W. Metcalf, national humorist and expert on presentation skills, guides you through a series of simple and effective tools that will change the way you prepare for presentations and the results you get. You will learn how to overcome the inevitable, face and laugh at your fears, and use body language and movements. Metcalf also covers when to use humor appropriately and how to spice up your presentation. Most importantly, he teaches you how to be yourself when making a presentation.

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

George Walther

Disc: 77

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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**Secrets To Persuasion**

David Rich

Disc: 81

63:20

Persuasion is the universal skill. Everyone in every company must be a good persuader. The customer service person must persuade to keep the customer. The manager must persuade their staff to perform at peak efficiency. Outside the office, we persuade our spouse to go out to dinner. We persuade our friends to see a certain movie, and parents persuade their kids to eat their vegetables. We all need to be master persuaders. Not the arm twisting, manipulative type of persuasion, but the subtle art of one-to-one influence. In this program, you will learn the secrets to persuading others, presented in a down-to-earth, practical manner. Persuasion is not an option. It is mandatory.

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**Telephone Fundamentals I**

The LearnCom Group

Disc: 80

35:10

The telephone can be your most powerful customer service tool or a source for lagging sales. It all depends on what's happening on your end of the line. The phone provides your company an opportunity for highly interactive contact with your customers. What better way to determine exactly what your prospective customers want than to talk with them directly? You'll learn: how to sound great on the phone, ten ways to save telephone time, and three things every caller wants.

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**Telephone Fundamentals II**

The LearnCom Group

Disc: 80

32:20

The telephone can be your most powerful customer service tool or a source for lagging sales. It all depends on what's happening on your end of the line. The phone provides your company an opportunity for highly interactive contact with your customers. What better way to determine exactly what your prospective customers want than to talk with them directly? You'll learn: how to screen calls and take messages, what to say when you answer the phone, and how to use voice mail and its automated features.

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**Ten Commandments for Clear Writing**

The LearnCom Group

Disc: 79

30:30

Most professionals could write better than they do. Unfortunately, they often follow outdated and confusing guidelines because they think they should. This course has step-by-step techniques to improve writing at every stage. "Ten Commandments for Clear Writing" is a quality writing program that can be shown to any employee at any level. Professionals can learn to make their writing more clear, interesting, organized, memorable, and result-oriented.

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**The Power Of Listening**

Tony Alessandra

Disc: 78

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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## Customer Service

### Building Customer Relationships

Brian Tracy

Disc: 380

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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### Customer Service – You're In Control

The LearnCom Group

Disc: 377

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.

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### Customer Service Excellence

The LearnCom Group

Disc: 381

46:10

An extremely satisfied customer is six times more likely to come back and do business with your company than one who is merely satisfied. And it costs five times as much to secure a new customer than it does to retain a current one. Faced with this data, it's no surprise that in the '90s customer service is not a competitive edge, it is the edge. What You'll Learn: how to turn merely satisfied customers into extremely satisfied customers, what every customer wants to know, ten strategies to improve service in your organization, how to deal with the unhappy customer, how to shift from the telling mode to the questioning and listening mode, and the ten commandments of service.

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### Customer Service Lessons

Bill Brooks

Disc: 382

52:40

This course provides nine customer service lessons that every customer service representative should know. The lessons include: Becoming a Telephone Champion, Handling Stress, Making Cans out of Cannots, Listening, Customer Styles, Self Impact, Attitude, Questioning, and Giving Whatever it takes.

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### IMPACT Customer Care System

Bill Brooks

Disc: 379

57:10

This course reviews the three major reasons for effective customer service, outlines the challenges to consistent customer satisfaction and presents the big differences between "Customer Care Heroes" and "It's just a job workers". It also explores the concept of Focus, Resistance and Apathy before actually laying out the Impact Customer Care phases. Specific how-to's with regard to sending a positive attitude to customers is provided in great detail. There is a section on checking your own attitude reliability. The power of first impressions is revealed, and the power of building rapport with both internal and external customers explained. How to avoid the "Fatal Flaw in Customer Service" is dealt with at great length in this course. A great deal of time is spent on understanding what customers really want and how to analyze a customer's style. In addition, there is a significant amount of time invested in teaching why customers really do get upset, and how to turn dissatisfaction into satisfaction through specific how-to strategies and skills.

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### Re-Thinking Service

Jim Cathcart

Disc: 376

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.

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### Service – Creating Moments of Magic

Shep Hyken

Disc: 376

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.

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### Service Excellence

Brian Tracy

Disc: 380

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.

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### The Attitude of Servitude

Don Hutson

Disc: 378

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.

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## Goal Setting

### A Strategy For Winning I

Carl Mays

Disc: 306

45:28

The primary purpose of this course is to assist you in gaining valuable insight into achieving fulfillment and success in your endeavors. After this course, you will have been challenged and offered guidelines to assist you in reaching excellence through yourself and others. In this section, you will learn how to: accept yourself and your worth, develop and maintain a positive attitude, be creative, and build upon failure.

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### A Strategy For Winning II

Carl Mays

Disc: 307

50:39

The primary purpose of this course is to assist you in gaining valuable insight into achieving fulfillment and success in your endeavors. After this course, you will have been challenged and offered guidelines to assist you in reaching excellence through yourself and others. In this section, you will learn how to: clarify your values, set goals, visualize, enjoy others, and stop procrastination.

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### Five Steps To Goal-Setting

Brian Tracy

Disc: 101

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

### Sexual Harassment

The LearnCom Group

Disc: 251

22:50

Today most people understand that it's the right of every employee to work in an environment free from sexual harassment. This training program is designed to take the questions out of sexual harassment. You will learn the two types of sexual harassment, how to recognize sexual harassment, and what you can do to prevent or stop sexual harassment. The ten most common questions regarding sexual harassment and the law are answered.

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### Workforce 2000

Odette Pollar

Disc: 580

28:51

Managing an increasingly diverse workforce is the key to success in the 21st century. A manager must be able to motivate a new group of workers and create an environment in which everyone will thrive. Hear about trends that impact the workplace, including: flextime, the need for elder as well as child care, job sharing, and telecommuting. Identify the new values these groups bring and learn ways you can communicate more effectively.

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## Leadership

### Achieving In The Futuristic Workplace

Bill Byrne

Disc: 554

27:21

This course provides insight and take-to-the-office-tomorrow skills necessary in the evolving business world. This course addresses the entrepreneurial attitudes and disciplines needed for effective participation in the future workplace. Areas of focus: understanding the essentials of a personal mission statement and learning to defend your core principles, understanding balance and the ultimate leadership priority in a futuristic workplace, teaching PEARL (Persistence is to Achievement as Repetition is to Learning), assimilating the "reality vs. expectations" concept, and advancing your career.

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### Leadership Styles

Brian Tracy

Disc: 567

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 with Ross Perot and Joe Batten

The LearnCom Group

Disc: 559

29:40

Great leaders aren't born they're made. Help your managers unlock their own leadership potential by listening to this engaging video dialogue between two of America's most successful businessmen: Ross Perot and his long-time friend and mentor, Joe Batten. From his early boyhood occupations as a horsebreaker and purveyor of garden seeds, Ross Perot's rise to the top is a study in humility and persistence. How did he grow a \$1,000 investment in a one-man computer shop into a multibillion dollar computer giant in just over twenty years? You'll find Perot's insights on his remarkable success profound, yet eloquently simple. You will learn how to: define leadership, recognize the qualities of a great leader, deal with lack of motivation, handle dishonesty in employees, and rise to the challenge of change.

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### The Essence of Leadership

Brian Tracy

Disc: 572

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

Disc: 572

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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**Tough Minded Leadership** The LearnCom Group Disc: 557 41:44

The decade rushing toward us will deal cruelly with individuals, organizations, and nations who do not possess sufficient mental, spiritual, and physical tooling to make the vital transition from management to leadership. Here, one will find purpose, positives, power, and performance. If one is committed to the enrichment of the human condition and the person in the mirror, this is the video for the new millennium. What you'll learn: lead rather than just manage, create motivation, and build on strengths.

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## Management

**Achieving Personal Excellence** Brian Tracy Disc: 577 26:08

You now have within you tremendous potential, that you have never come close to using. This course will show you how to greatly exceed all your previous levels of accomplishments. You will learn how to: apply the Winning Edge Theory, accept 100% responsibility for your life, decide what you want, be courageous, confident, honest with yourself, get around positive people, dress for success, and dedicate yourself to continuous improvement.

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**Coaching and Counseling For High Performance** Brian Tracy Disc: 575 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 Disc: 575 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 Disc: 571 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 Disc: 579 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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**Empowering Others To Peak Performance** Brian Tracy Disc: 576 25:10

Your job is to release and channel the energy, imagination, and intelligence of the individual. Your ability to motivate, inspire, and elicit maximum performance is a measure of your ability as a manager. You must learn how to "get things done through others." In this course, you will learn how to: select and hire the right people, communicate clear expectations, use participative management, use continuous training and development, progressively empower, and motivate and tap into the emotions of your people.

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**Excellent Decision-Making** Brian Tracy Disc: 579 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 Disc: 573 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 Disc: 568 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 Disc: 568 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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**Improving Employee Performance** Brian Tracy Disc: 569 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.

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**Interpersonal Communication Skills** Brian Tracy Disc: 574 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.

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**Leveraging Your Potential – For The Manager** Brian Tracy Disc: 569 25:10  
This course will help you to begin making a habit of engaging in the behaviors that will give you the leverage you want to manage more effectively. There are key factors to managerial leverage that will create success in your career. You will learn: ways to improve using technology, how to condense several jobs into one, the 80/20 rule of concentration, and how to restructure, reinvent, and reorganize.

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**Managerial Negotiating Skills** Brian Tracy Disc: 578 25:43  
All of life is a negotiation in every area. By practicing the behaviors of top negotiators, you will soon get the same results that they do. They each have similar qualities that you can learn and apply to every situation you deal with. You can apply these methods and ideas to every part of your personal life as well. Learn to approach negotiations as a game – and play to win. You will learn: The basic rule of negotiating, how to use power, emotions, and options, how to know what you really want, how to prepare for negotiating, and how to use time and bracketing.

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**Meetings That Produce Results** Brian Tracy Disc: 574 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.

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**Releasing The Human Dimension of Quality** Eileen McDargh Disc: 581 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.

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**Setting Your Priorities – For The Manager** Brian Tracy Disc: 570 25:30  
Your success as a manager will be determined by the degree to which you can carefully think through what you need to do in advance, and then do only those things that will make the greatest contribution. Successful managers are very well-organized. You will learn: the law of the excluded alternative, setting priorities requires setting posteriorsities, how to divide tasks, the ABCDE Method of prioritization, the law of forced efficiency, and the key question in time management.

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**Seven Keys To Peak Personal Performance** Brian Tracy Disc: 577 25:00  
Getting the most out of yourself is often the most valuable contribution you can make to your organization and your personal life. In this course, you will learn the seven keys to managerial performance, including key effectiveness and defining your key results. You will learn to leverage your effectiveness, lead by example, and the key to peak performance.

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**Superior Supervision** Brian Tracy Disc: 578 25:00  
You can either do it yourself, or get someone else to do it. The choice is yours. Once you have properly delegated, your job is to make sure the job gets done and on schedule. Master the keys to superior supervision. You will learn: the factory model of productivity, how to determine key result areas for others, how to set standards of excellent performance, the qualities of best bosses, management by objectives, and five keys to excellent supervision.

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| <b>The Art of The General</b>   | Brian Tracy           | Disc: 565 | 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           | Disc: 566 | 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           | Disc: 570 | 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.   |                       |           |       |
| <b>The GOSPA Method</b>   | Brian Tracy           | Disc: 565 | 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.  |                       |           |       |
| <b>The Manager's Roles and Goals</b>  | Brian Tracy           | Disc: 567 | 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.  |                       |           |       |
| <b>The New Role of the Manager</b>  | The LearnCom Group    | Disc: 557 | 26:50 |
| Today's manager is perhaps the most vulnerable person in the workforce. The majority of layoffs created by downsizing, right-sizing, and restructuring have affected middle managers. There are two choices that the affected manager can make: 1) become fearful and prepare for the worst; or, 2) learn new ways to increase productivity and redesign his or her organizational role. This presentation discusses six key roles that any manager can learn to help ensure his or her career success. Managers will learn how to: create constant change, create a learning organization, be less of a boss and more of a coach, implement vision in their organization, and communicate the need for change. |                       |           |       |
| <b>The Performance Appraisal</b>  | The LearnCom Group    | Disc: 563 | 18:40 |
| This course shows managers and supervisors how to conduct a positive and effective performance appraisal. A new sales manager, who is having difficulty with employee appraisals, seeks help from an experienced manager who has learned how to lead successful performance appraisals. Key points: establish a work climate conducive to productive performance appraisals, communicate the progress of work against expectations, and exchange information and produce constructive results.  |                       |           |       |
| <b>Motivation/Inspiration</b>   |                       |           |       |
| <b>Beyond Impossible</b>  | LightWorks Media Inc. | Disc: 305 | 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.   |                       |           |       |
| <b>Beyond Survival</b>  | Gerald Coffee         | Disc: 311 | 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.  |                       |           |       |
| <b>Dare To Dream</b>  | LightWorks Media Inc. | Disc: 305 | 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.   |                       |           |       |
| <b>Going Beyond A POSitive Mental Attitude II</b>   | Rich Wilkins          | Disc: 310 | 24:30 |
| Powerful Stuff is what "Mr. Pos" uses to describe the principles he teaches in this program. You will discover that the negatives of your past are not what's important. It's how to use them to make a better person now, and in the future. His principles will help you better understand mediocrity. When in all actuality, we are engineered for success and born with the seeds of greatness. In this program, Mr. Pos will cover the following: no "dot"   |                       |           |       |

people allowed, see others through their eyes, don't compete with others, inspire them, look for the positives in others, and go the extra mile.

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**It's Not What Happens To You, It's What You Do About It** W Mitchell Disc: 302 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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**Make Every Day A Terrific Day** Ed Foreman Disc: 304 62:17

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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**Miracle Man – Morris Goodman** The LearnCom Group Disc: 302 29:20

See what the power of a positive attitude can do for your organization! Staff members at all levels need a lift from time to time. If told by others, "you can't, you won't, it's impossible", they would start to believe it. This video may convince them that they can make things happen! This course is the true story of Morris Goodman, a successful businessman, whose early morning flight in his single-engine plane ended in a crash. Doctors gave him little hope of surviving the night. Morris lived, defying all medical odds. With his positive attitude and self-motivation, he pushed himself far beyond limits set by doctors and others.

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**Success Is A Journey** Brian Tracy Disc: 303 31:30

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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**Take Your Best Shot** Roger Crawford Disc: 301 13:22

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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**The EPOD Theory** Dave Yoho Disc: 305 22:55

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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**The Impossible Takes Longer** Art Berg Disc: 301 33:00

Art's most popular presentation is both entertaining and inspirational. Art uses personal examples from his own experience to illustrate that despite our circumstances, whether they be economic, physical or otherwise, our dreams can be fulfilled and the impossible accomplished – that's when miracles occur. Viewers will leave understanding essential keys to achieving the impossible. This course empowers viewers to make a significant paradigm shift and motivates them to take personal responsibility for their lives and circumstances.

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## Negotiation

**Body Language In Negotiations** James Hennig Disc: 754 24:00

Reading body language is an important negotiation skill. This course will put body language into perspective. You will learn: two important reasons to study body language, how to use body language to favorably affect your mind-set, the importance of the palm and handshake, seven confidence and lack-of-confidence gestures, what the eyes reveal, recognizing important body language cues, the importance of positioning, where to negotiate and why, and dressing and the power of color.

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**Buyer Negotiating Drives** Roger Dawson Disc: 759 12:31

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.

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**Characteristics of a Power Negotiator** Roger Dawson Disc: 759 25:56

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.

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| <b>Difficult Negotiations</b>  | James Hennig | Disc: 754 | 24:09 |
| Every professional should learn to effectively negotiate with a difficult negotiator and learn to negotiate from a weak position. When dealing with the difficult negotiator, you will learn how to separate the person from the problem, use reflective techniques, provide positive nonverbal feedback, handle the ultimatum, and show empathy. When you are in a weak negotiating position you will learn how to avoid defensiveness, use win/win terminology and philosophy, use broad focus, and utilize the keys to finding needs. |              |           |       |
| <b>Negotiating Errors and Success</b>  | James Hennig | Disc: 755 | 24:28 |
| To be on the winning side in today's negotiating arena, you have to know going in exactly what errors you must avoid during negotiations. Remember, success in negotiating is based on believing in yourself.  |              |           |       |
| <b>Negotiating Problems</b>  | Roger Dawson | Disc: 761 | 28:17 |
| Impasses, stalemates and deadlocks don't have to mean the end of an unfinished negotiation. By changing the dynamics of a stalled negotiation, you can overcome such negotiation roadblocks. A true deadlock is rare. This course identifies the four errors most likely to lead to negotiation deadlock. Avoid these mistakes, and you will reopen the dialogue vital to sealing the deal.  |              |           |       |
| <b>Negotiating Questions</b>   | James Hennig | Disc: 751 | 13:29 |
| During the negotiating process, you will be further ahead if you are prepared and well-trained to ask all the "right" questions. This course will teach you the functions of questioning, and alternative questioning for successful negotiating.  |              |           |       |
| <b>Negotiating Skills</b>  | Brian Tracy  | Disc: 755 | 26:05 |
| 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.                                    |              |           |       |
| <b>Negotiating Strategies and Tactics – I</b>  | James Hennig | Disc: 752 | 27:26 |
| For successful negotiating, certain principles in strategy and tactics must be learned. In this course, you will learn: That timing is extremely important; how to use many strategies and tactics and how to counter for each; and how to avoid losing relationship power by the use of strategies and tactics.   |              |           |       |
| <b>Negotiating Strategies and Tactics – II</b>   | James Hennig | Disc: 752 | 21:40 |
| Jim Hennig takes negotiating strategies and tactics a step further in this second session to include key issues such as: lowballing/highballing, feinting, cost breakdowns, invoking the competition, quick close, bracketing, changing levels, association, active participation, flinching, feel–felt–found strategy, budget constraints, reluctant seller or buyer, puppy–dog strategy, the crunch, humble and helpless, and playing dumb.  |              |           |       |
| <b>Negotiating With Foreigners</b>   | Roger Dawson | Disc: 759 | 15:10 |
| 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.   |              |           |       |
| <b>Negotiation Alternatives at an Impasse</b>  | James Hennig | Disc: 753 | 13:29 |
| Negotiation skills are important for every professional. This course discusses the twenty–five creative alternatives when an impasse occurs in a negotiation. Alternatives, like conditional concession, changing specifications, disclosure, changing a team member, agreement in principle, the doomsday tactic, and nineteen others are demonstrated.   |              |           |       |
| <b>Negotiation Concessions</b>   | James Hennig | Disc: 751 | 14:45 |
| Knowing the art of getting and giving concessions is important when negotiating. This course will address the crucial facts you must know about concessions to negotiate successfully.   |              |           |       |
| <b>Negotiator Characteristics and Power</b>  | James Hennig | Disc: 751 | 24:12 |
| In this course, you will learn just what characteristics all great negotiators have, and why a win–win philosophy makes a positive difference in your bottom line. You will become familiar with the ten factors that affect who has the power in a negotiation, and how to use these factors to your advantage.   |              |           |       |
| <b>Personal Power In Negotiating</b>   | Roger Dawson | Disc: 758 | 25:21 |
| 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.

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| <b>Power Negotiating – Angry Buyers, Win–Win, and Rules</b> | Roger Dawson | Disc: 761 | 25:40 |
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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.

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| <b>Power Negotiating – Buyer Styles</b> | Roger Dawson | Disc: 758 | 23:52 |
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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.

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| <b>Power Negotiating – Higher Authority and Good Guy/Bad Guy</b> | Roger Dawson | Disc: 760 | 25:30 |
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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.

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| <b>Power Negotiating – Never Say Yes, Flinching and Reluctance</b> | Roger Dawson | Disc: 756 | 25:51 |
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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.

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| <b>Power Negotiating – Vise, Never Offer To Split the Difference, and Hot Potato</b> | Roger Dawson | Disc: 757 | 25:08 |
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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.

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| <b>Power Negotiating Principles – Service Value, Trade–Off and Nibble</b> | Roger Dawson | Disc: 757 | 25:56 |
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"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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| <b>Pressures of Power Negotiating</b> | Roger Dawson | Disc: 760 | 25:35 |
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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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| <b>Relationship Strategies In Negotiating</b> | James Hennig | Disc: 753 | 25:39 |
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This course will teach you how to build effective relationships. People tell you how they want to be treated – it's important to learn to read their signals. You will learn how to identify styles as well as the four patterns of behavior and its basic needs, and the recommendations for negotiating with each behavioral style. You will also become familiar with the strategies and tactics of negotiating that work and do not work with each behavioral style.

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| <b>Team Negotiating</b> | James Hennig | Disc: 755 | 09:31 |
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Negotiation skills are important for every professional. This course will highlight both the advantages and disadvantages of team negotiations. You will learn: how to capitalize on the advantages, moral support, better planning, internal coordination, different roles, cost; disunity/diverse opinions, time, suggestions for effective team negotiations, unity at the table, how to use the caucus, how to read body language, and positioning.

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| <b>Telephone Negotiating and Listening During Negotiations</b> | James Hennig | Disc: 753 | 21:26 |
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When using the telephone for negotiating, it is essential for you to know the most effective techniques of talking, as well as listening. This course will cover the necessities for successful telephone negotiating.

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| <b>Your Initial Position in Power Negotiating</b> | Roger Dawson | Disc: 756 | 24:41 |
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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

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| <b>Balancing Work and Family</b> | Brian Tracy | Disc: 571 | 25:43 |
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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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| <b>Balancing Your Life</b> | Brian Tracy | Disc: 109 | 26:16 |
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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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| <b>Character Counts</b> | Brian Tracy | Disc: 106 | 27:16 |
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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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| <b>Choices and Consequences</b> | Brian Tracy | Disc: 107 | 26:12 |
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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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| <b>Designing Your Future</b> | Brian Tracy | Disc: 113 | 26:13 |
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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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| <b>Developing Personal Power</b> | Brian Tracy | Disc: 104 | 26:34 |
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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 | Disc: 110 | 25:54 |
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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.

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| <b>Effective Decision-Making</b> | Brian Tracy | Disc: 108 | 26:30 |
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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.

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| <b>Enhancing Your Self-Motivation With Power –Talking Skills</b> | George Walther | Disc: 200 | 29:28 |
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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.

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| <b>Five Keys To Personal Power</b> | Brian Tracy | Disc: 103 | 27:04 |
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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.

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**Flexible Thinking – Switching On Your Best**

Janelle Brittain

Disc: 198

30:20

Feeling overwhelmed with today's multi-tasked, constantly changing environment? Empower yourself and your team to meet today's fast paced challenges. This lively program offers innovative, practical techniques for "flicking the switch" to access specific mental functions whenever they're needed on the job. The result is more control, increased flexibility, higher quality work and decreased stress — all of which lead to greater productivity. Learn which Brain Switchers® to use when: your brain just won't get into gear, you're not on the same wave length with staff or clients, your energy is empty but your "In" box isn't, your emotions are out of control, you need increased accuracy for detailed work, and you're feeling stuck when writing.

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**Getting Mentors For Success**

Brian Tracy

Disc: 113

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.

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**High-Achievement**

Brian Tracy

Disc: 112

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.

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**How To Have Your Best Year Ever**

Jim Rohn

Disc: 115

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.

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**How To Have Your Best Year Ever – Communication**

Jim Rohn

Disc: 119

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.

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**How To Have Your Best Year Ever – Financial Independence**

Jim Rohn

Disc: 119

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.

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**How To Have Your Best Year Ever – Five Key Abilities**

Jim Rohn

Disc: 118

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.

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**How To Have Your Best Year Ever – Life's Puzzle**

Jim Rohn

Disc: 115

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.

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**How To Have Your Best Year Ever – Personal Development**

Jim Rohn

Disc: 117

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

Disc: 119

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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|---|---------------|-----------|-------|
| <b>How To Have Your Best Year Ever – Setting Goals</b>  | Jim Rohn      | Disc: 118 | 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.  |               |           |       |
| <b>Leveraging Your Potential</b>  | Brian Tracy   | Disc: 105 | 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.  |               |           |       |
| <b>Making It A Great Life</b>   | Brian Tracy   | Disc: 109 | 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.   |               |           |       |
| <b>Personal Empowerment</b>   | Terry Paulson | Disc: 200 | 27:10 |
| Viewers will be able to help themselves and others turn feelings of helplessness and low morale into attitudes that promote flexible optimism, resourcefulness, and persistence in the face of adversity and constant change. They will learn how to embrace change and claim the power of purpose and service. The task of any leader is to keep hope alive. This program helps you reclaim your own hope, take charge of your own career, and move from feeling like a victim to becoming a victor.   |               |           |       |
| <b>Re-Thinking Motivation</b>   | Jim Cathcart  | Disc: 301 | 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.   |               |           |       |
| <b>Reengineering Your Life</b>  | Brian Tracy   | Disc: 105 | 25:25 |
| Today, every company is in the process of reengineering and reorganizing themselves, internally, to better compete with the external world. Every individual must be reengineering himself or herself as well, just to avoid falling behind. Change and obsolescence are at the central factors of modern life. Your products and services are becoming outdated. Knowledge and skill become obsolete. Jobs and careers are changing dramatically. You will learn how to: determine your own future, identify your own natural talents, practice zero-based thinking, determine your area of excellence, and reengineer yourself continually. |               |           |       |
| <b>Seven Secrets of Success</b>   | Brian Tracy   | Disc: 100 | 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.  |               |           |       |
| <b>Seven Secrets To Mental Fitness</b>  | Brian Tracy   | Disc: 103 | 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.  |               |           |       |
| <b>Stop Worrying, Start Living</b>  | Brian Tracy   | Disc: 112 | 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.   |               |           |       |
| <b>The Business of Life</b>   | Brian Tracy   | Disc: 110 | 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.                             |               |           |       |
| <b>The Critical Factors of Success</b>  | Brian Tracy   | Disc: 111 | 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 Disc: 108 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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**Thinking Big** Brian Tracy Disc: 106 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 Disc: 111 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 Disc: 100 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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## Professional Development

**Fast Tracking Your Career** Brian Tracy Disc: 102 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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## Sales

**Adaptability In Selling** Don Hutson Disc: 904 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 Disc: 904 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 Disc: 916 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 Disc: 903 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 Disc: 924 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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| <b>Buyer Styles In Niche Selling</b>   | Bill Brooks     | Disc: 928 | 19:30 |
| <p>Do you have qualified prospects who you just don't seem to interact with as well as others? Do you find yourself not calling upon that person as much as you should? You are probably best at selling to prospects who are most like you. Your interaction with prospects could be changed by adapting your selling style to meet your prospects personality. In this course, you will learn what a prospect looks like from a behavior and value-based standpoint.</p>   |                 |           |       |
| <b>Closing the Sale</b>  | Brian Tracy     | Disc: 917 | 26:55 |
| <p>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.</p>   |                 |           |       |
| <b>Collaborative Selling</b>   | Tony Alessandra | Disc: 910 | 46:54 |
| <p>Collaborative selling demonstrates how to eliminate pressure and tension from the sales process and select the solutions that reward both you and your customers. This approach has been proven in sales training programs in some of the nation's most successful companies. You will learn how to create and use a competitive advantage statement, identify their best prospects, use personal marketing to generate leads, ask the right questions, propose solutions, and much more.</p>   |                 |           |       |
| <b>Complex Selling</b>   | Brian Tracy     | Disc: 921 | 26:13 |
| <p>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.</p>   |                 |           |       |
| <b>Consultative Selling</b>  | Brian Tracy     | Disc: 920 | 26:35 |
| <p>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.</p>   |                 |           |       |
| <b>Customer Solutions In Value-Added Selling</b>   | Chuck Reaves    | Disc: 907 | 16:13 |
| <p>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.</p>                               |                 |           |       |
| <b>Customers For Life</b>  | Brian Tracy     | Disc: 926 | 26:42 |
| <p>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."</p> |                 |           |       |
| <b>Differentiation In Value-Added Selling</b>  | Chuck Reaves    | Disc: 907 | 21:00 |
| <p>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.</p>  |                 |           |       |
| <b>Feature/Benefit Analysis In Value Added Selling</b>   | Chuck Reaves    | Disc: 908 | 29:42 |
| <p>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.</p>  |                 |           |       |
| <b>Focus, Leverage, Alignment In Niche Selling</b>   | Bill Brooks     | Disc: 927 | 42:50 |
| <p>Not only does this course examine the powerful concepts of personal and organizational focus, sales/prospecting leverage and the alignment of a</p>   |                 |           |       |

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salesperson's effort, it also examines essential ingredients for sales success into the 21st century. Discussion is centered on topics such as sales skills, success components, market intelligence, competitive analysis and more.

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**Gaining Customer Commitment** Don Hutson Disc: 905 28:10

If you are willing to put forth an effort to formulize 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 Disc: 900 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 Disc: 907 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 Disc: 903 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 Disc: 918 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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**How To Measure Your Success At Trade Shows** Steve Miller Disc: 901 21:50

This course covers setting show objectives and quantifying your participation at trade shows. It includes a detailed formula to help you maximize the results you can expect from the show. Also included are "Trade Show Quickies" – tips you need to make the most of the show.

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**How To Overcome Customer Objections** Nido Qubein Disc: 910 09:54

What if every time you walked into a selling situation, you knew that you had a simple system for countering any resistance from your customer or prospect? Chances are you would feel better prepared to handle that situation with energy, with power and with success. The course will serve as a game plan to help you overcome objections. It details: the only four responses you will ever encounter in a selling situation, how to respond to questions, three basic excuses prospects give for not buying, and two questions that will make an incredible difference in your selling relationships.

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**Identifying Problems and Presenting Solutions** Brian Tracy Disc: 925 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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**Impact Selling Overview** Bill Brooks Disc: 927 20:26

This course introduces the internationally renowned process known as the Impact Selling System. It not only reviews the philosophy behind the system, but also reveals the principles and concepts that have made the system so popular among sales organizations for almost two decades. The System is graphically detailed, characteristics of a qualified buyer explained, and rules of the system outlined. Each step is amplified in great detail and powerful customer impact principles are revealed.

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**Increasing Sales Productivity** Chuck Reaves Disc: 909 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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| <b>Influencing Customer Behavior</b>  | Brian Tracy  | Disc: 917 | 25:57 |
| <p>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.</p>  |              |           |       |
| <b>Investigate In Niche Selling</b>   | Bill Brooks  | Disc: 928 | 25:20 |
| <p>This step of the process is explained and amplified. The principles behind it are illuminated in clear detail. The principles behind productive prospecting are taught and the key steps to effective, consistent prospecting presented. The course is designed to deal not only with the skills of prospecting, but the mindset required for its successful implementation.</p>   |              |           |       |
| <b>Listening In Value Added Selling</b>   | Chuck Reaves | Disc: 906 | 27:45 |
| <p>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.</p> |              |           |       |
| <b>Meet In Niche Selling</b>  | Bill Brooks  | Disc: 928 | 17:10 |
| <p>Like all courses dealing with the Impact System, this one not only explains the step, but goes into great detail with tips, how-to ideas and easily doable strategies. Such topics as how to be effective, winning the "Inner Game," reducing tension, customer perception and dealing with different types of buyers are dealt with at great length.</p>  |              |           |       |
| <b>Megacredibility In Selling</b>   | Brian Tracy  | Disc: 915 | 23:52 |
| <p>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.</p>  |              |           |       |
| <b>Negotiating The Sale</b>   | Brian Tracy  | Disc: 924 | 26:21 |
| <p>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.</p>   |              |           |       |
| <b>Overcoming Objections</b>  | Brian Tracy  | Disc: 922 | 26:26 |
| <p>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.</p>  |              |           |       |
| <b>Overcoming Price Resistance</b>  | Brian Tracy  | Disc: 916 | 26:10 |
| <p>Learning to overcome price resistance is a major skill that you can develop as you move to the top of your field. Because people are bombarded with sales messages all day, every day, everyone you speak to is afraid of being sold the wrong product, at the wrong price, for the wrong purpose and later not being able to get it serviced. Everyone has had unhappy buying experiences that have added to the natural skepticism and sales resistance. Especially in the area of price, people are determined not to pay more than they have to for whatever you are selling. Your ability to overcome price resistance is a major skill that you can develop as you move to the top of your field.</p>  |              |           |       |
| <b>People Skills / Buyer Behavior</b>   | Don Hutson   | Disc: 903 | 18:10 |
| <p>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.</p>   |              |           |       |
| <b>Personal Sales Planning</b>  | Brian Tracy  | Disc: 923 | 25:59 |
| <p>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!"</p>  |              |           |       |

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| <b>Personality Styles In Value Added Selling</b>  | Chuck Reaves | Disc: 908 | 42:03 |
| <p>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.</p>                                 |              |           |       |
| <b>Positioning In Value-Added Selling</b>   | Chuck Reaves | Disc: 906 | 22:58 |
| <p>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.</p>   |              |           |       |
| <b>Post-Trade Show Follow-Up</b>  | Steve Miller | Disc: 902 | 19:52 |
| <p>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!</p>  |              |           |       |
| <b>Pre-Trade Show and At-Trade Show Promotions</b>  | Steve Miller | Disc: 902 | 23:00 |
| <p>This course includes innovative and cost-effective Pre-Trade Show and At-Trade Show promotional ideas. Use these techniques before and during the show to ensure the right people visit your booth!</p>  |              |           |       |
| <b>Probing In Niche Selling</b>   | Bill Brooks  | Disc: 929 | 22:50 |
| <p>This course deals with the face-to-face step of the sale that is most essential to any successful sales presentation. The Fatal Flaw in Selling is explained, as are the master keys to a successful sales interview. Powerful tips for asking the right questions are explained in great detail, as are the three most essential principles behind allowing prospects to reveal their real buying agendas. Powerful strategies are also presented that empower participants to master the skill of questioning. Each participant is guaranteed to complete the course with a fuller understanding of the mechanics behind successful questioning.</p>   |              |           |       |
| <b>Prospecting Power</b>  | Brian Tracy  | Disc: 921 | 25:59 |
| <p>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.</p>  |              |           |       |
| <b>Psychology of Selling – Ten Keys To Success</b>  | Brian Tracy  | Disc: 911 | 26:53 |
| <p>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.</p> |              |           |       |
| <b>Qualities of Top Salespeople</b>   | Brian Tracy  | Disc: 914 | 24:36 |
| <p>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.</p>  |              |           |       |
| <b>Re-Thinking Sales</b>  | Jim Cathcart | Disc: 901 | 24:40 |
| <p>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.</p>   |              |           |       |
| <b>Relationship Selling</b>   | Brian Tracy  | Disc: 923 | 26:13 |
| <p>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.</p>  |              |           |       |

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| <b>Sales Persistence Strategies</b>   | Chuck Reaves       | Disc: 905 | 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.  |                    |           |       |
| <b>Sales Presentations</b>  | Chuck Reaves       | Disc: 909 | 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. |                    |           |       |
| <b>Save Time In Sales</b>   | The LearnCom Group | Disc: 912 | 31:15 |
| In the world of sales, time is money! Let Dr. Alec Mackenzie, an authority on time management, share with you his highly successful techniques to manage your time and increase your sales! One hour of effective planning can save you three hours of selling. You don't have the time not to plan! You'll Learn how to: identify the seven keys to time control, screen and deal with selling interruptions, implement the best system to develop and track priorities, and not become a "successful failure".  |                    |           |       |
| <b>Secrets of Success in Selling</b>  | Brian Tracy        | Disc: 911 | 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.   |                    |           |       |
| <b>Selecting The Right Trade Shows &amp; Booth Design</b>   | Steve Miller       | Disc: 902 | 21:30 |
| This course helps you analyze current or prospective shows based on your target market and objectives. It also covers the marketing elements of booth designs by considering the objectives you've set, the attendees, and other specifics about the show. It helps you design a booth that will draw attendees, communicate clearly, and enhance your image.   |                    |           |       |
| <b>Selling Different People Differently</b>   | Brian Tracy        | Disc: 918 | 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.   |                    |           |       |
| <b>Selling Made Simple</b>  | Brian Tracy        | Disc: 919 | 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.  |                    |           |       |
| <b>Selling On Non-Price Issues</b>  | Brian Tracy        | Disc: 922 | 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.   |                    |           |       |
| <b>Strategic Selling</b>  | Brian Tracy        | Disc: 919 | 26:24 |
| As sales grow larger and more complex, and the value of each prospect increases, it becomes more and more necessary to use strategic planning and strategic selling in approaching each account. In this session, you will learn the most successful strategies and tactics practiced by top salespeople selling large-ticket items to big organizations.   |                    |           |       |
| <b>Telephone Sales</b>  | Brian Tracy        | Disc: 925 | 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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| <b>The Apply Stage In Niche Selling</b>  | Bill Brooks    | Disc: 929 | 28:10 |
| Far different from traditional, badly outdated "demonstration" selling, this course presents the secrets behind how to "Apply" a solution to solve customers' problems or issues. The mechanics of transition statements, tips to improve one's application-based selling skills, how to deal with and present price, how to create/present value, value-added selling and very precise action steps are revealed through this powerful course.  |                |           |       |
| <b>The Convince Stage In Niche Selling</b>   | Bill Brooks    | Disc: 930 | 18:50 |
| This course presents the step to the sale that is most often overlooked and subsequently undervalued by most salespeople. Ironically, it is this step that most often leads to a successful sale. The psychology behind processing claims, ways to do so, and how to win the war of emotions are all presented in clear, easy-to-follow and immediately usable ways.   |                |           |       |
| <b>The New Model of Selling</b>  | Brian Tracy    | Disc: 915 | 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.   |                |           |       |
| <b>The Winning Edge In Sales</b>   | Brian Tracy    | Disc: 914 | 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.  |                |           |       |
| <b>Tie It Up – Niche Selling</b>   | Bill Brooks    | Disc: 930 | 27:30 |
| This course reveals the secret behind knowing not to ask anyone to buy anything until you're absolutely positive they'll buy! It also deals with principles behind negotiating conditions of the sale, handling and removing objections, how to ask for the order and precisely how to reinforce the sale after the customer has bought.   |                |           |       |
| <b>Time Management for Salespeople</b>   | Brian Tracy    | Disc: 926 | 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.  |                |           |       |
| <b>Top 10 Guerrilla Solutions For Your Selling Goofs</b>   | Bill Gallagher | Disc: 912 | 19:11 |
| Bill "Guerrilla" Gallagher spent months traveling across North America interviewing scores of top sales professionals. He wanted to find out the most damaging mistakes salespeople make. He wanted to find out why people didn't buy products and services that they really needed. Here are his findings, in no particular order, with his popular "guerrilla" solutions and sales tips to give you and your organization the winning sales edge.  |                |           |       |
| <b>Upside-Down Selling</b>   | George Walther | Disc: 377 | 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.  |                |           |       |
| <b>Value Added Selling Overview</b>  | Chuck Reaves   | Disc: 906 | 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. |                |           |       |
| <b>Value-Added Selling</b>   | Brian Tracy    | Disc: 920 | 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.   |                |           |       |

**Want/Need Analysis In Value Added Selling**

Chuck Reaves

Disc: 907

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

Disc: 933

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

Disc: 936

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

Disc: 933

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

Disc: 937

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

Disc: 932

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

Disc: 936

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

Disc: 937

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.

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**Managing and Leading**

Brian Tracy

Disc: 931

16:25

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.

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| <b>Motivating Salespeople</b>   | Brian Tracy | Disc: 933 | 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 | Disc: 931 | 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 | Disc: 935 | 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 | Disc: 932 | 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 | Disc: 936 | 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 | Disc: 935 | 25:46 |
| <p>This course focuses on the importance of field supervision and its 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 | Disc: 934 | 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 | Disc: 937 | 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 | Disc: 934 | 18:44 |
| <p>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</p>   |             |           |       |

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competitive analysis.

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| <b>Territory Management</b> | Brian Tracy | Disc: 935 | 17:41 |
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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.

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| <b>The Pivotal Skill In Sales Management</b> | Brian Tracy | Disc: 931 | 19:29 |
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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.

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| <b>The Problem Salesperson</b> | Brian Tracy | Disc: 937 | 19:08 |
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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.

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| <b>The Sales Performance Appraisal</b> | Brian Tracy | Disc: 936 | 18:52 |
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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.

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| <b>The Sales Plan</b> | Brian Tracy | Disc: 932 | 16:09 |
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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.

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| <b>The Winning Team</b> | Brian Tracy | Disc: 934 | 16:10 |
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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.

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## Success

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| <b>Programming Yourself For Success</b> | Brian Tracy | Disc: 104 | 26:58 |
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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 | Disc: 107 | 26:10 |
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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

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| <b>Building Winning Teams</b> | Brian Tracy | Disc: 566 | 25:10 |
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Synergy, teamwork, and personal empowerment are the keys to high performance work groups. You will learn: characteristics of winning teams, team planning and strategy, player assignments, interaction, commitment to excellence, and how to apply the material from this course.

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**Making Teamwork Work**

The LearnCom Group

Disc: 562

46:30

Most workers today find themselves being asked to participate in some kind of team effort, and yet few have the skills to be a good team member. This course introduces the keys to being a productive team player. You will learn: how to create a team mission and set objectives, the importance of team rules, turning conflict into positive energy, how to transform the organization through teamwork, and how individual strengths improve team effectiveness.

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**Team Building**

The LearnCom Group

Disc: 556

26:40

As changing social and economic conditions affect business and industry, employers search for ways to maintain efficiency, productivity, and profitability. Teamwork among employees is a way to realize these benefits. In this dramatic, how-to video, you'll meet Sid, plant manager of a manufacturing company, who has been given the task of implementing team building to help increase efficiency in his plant. You will learn how to: define teams, discuss the advantage of working as a team, discuss the conditions and resources needed to support team work, identify the steps and interactions required to build a team, and which personality qualities to consider when selecting individuals for the team effort.

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**Telephone Sales****Advanced Telemarketing – Skills 1–5**

Stan Billue

Disc: 826

35:10

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 learn by listening, enthusiasm encourages excitement, improving personality improves performance, and expectant attitudes achieve excellent altitudes.

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**Advanced Telemarketing – Skills 6–10**

Stan Billue

Disc: 826

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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**Advanced Telemarketing – Skills 11–15**

Stan Billue

Disc: 827

30:40

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 pacing provides profit, call reluctance, creativity converts into cash, preparation is professional, and time ticks away.

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**Advanced Telemarketing – Skills 16–20**

Stan Billue

Disc: 827

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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**Advanced Telemarketing – Skills 21–25**

Stan Billue

Disc: 828

22:40

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 high energy reaps high earnings, reward your results, checklists confirm continuity, common names give uncommon notoriety, and favors are fruitful.

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**Advanced Telemarketing – Skills 26–30**

Stan Billue

Disc: 828

21:50

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 wrong people for the right name, asking properly alleviates probing, success with screeners, hanging up versus holding on, and leaving messages is maddening.

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**Advanced Telemarketing – Skills 31–35**

Stan Billue

Disc: 829

23:30

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 a page can replace rage, 3 tomes scored 3 points, make your name memorable, and use anything except H.A.Y.T., A.B.C.D. (arousing benefits create desire).

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**Advanced Telemarketing – Skills 36–40**

Stan Billue

Disc: 829

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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**Advanced Telemarketing – Skills 41–45** Stan Billue Disc: 829 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 46–50** Stan Billue Disc: 830 20:10

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 asking for money is good, telling for money is better, the disappointment is desirous, continuation creates control, and talk like they talk.

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**Advanced Telemarketing – Skills 51–55** Stan Billue Disc: 830 25:00

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 treat 3 things terrifically, exits eliminate embarrassment, final questions finalize, the 3 biggest are the 3 easiest, and overpowering wants overpower needs.

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**Advanced Telemarketing – Skills 56–60** Stan Billue Disc: 830 16:20

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 3 things to tell them, let's get physical, buying motives makes motivated buyers, tie downs are terrific, assumptive tie downs are tremendous.

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**Advanced Telemarketing – Skills 61–65** Stan Billue Disc: 831 21:00

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 benefits belong with features, hold buttons build happy bonuses, painting pictures produces profit, going back moves you ahead, and name calling is nice.

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**Advanced Telemarketing – Skills 66–70** Stan Billue Disc: 831 16:50

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 trading off instead of blowing up, senses surpass sense, an alternate is alluring, a hitchhike is helpful, pausing perfects performance.

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**Advanced Telemarketing – Skills 71–75** Stan Billue Disc: 831 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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**Advanced Telemarketing – Skills 76–80** Stan Billue Disc: 832 27:30

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 4 times to handle horror, this note is nice, humor is happiness, feedback for fun bucks, and stalling and stumbling is smart selling.

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**Advanced Telemarketing – Skills 81–85** Stan Billue Disc: 832 25:20

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 reverse to go forward, the fortune formula, avoiding pressure accelerates profit, knowing when is winning, and somebody is getting sold.

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**Advanced Telemarketing – Skills 86–90** Stan Billue Disc: 833 27:40

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 simplest sales in selling, take-aways prevent

go—aways, thanking is terrifying, referrals results in revenue, and critiquing for cash.

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## Time Management

**Do Not Procrastinate** Harold Taylor Disc: 552 19:12

This course will show you how easy it is to fall prey to procrastination, its impact on our effectiveness, and how it can be overcome. Topics covered include: what is procrastination, how we procrastinate, overcoming procrastination, five—step action plan, getting an early start, and making a commitment to act.

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**How to Manage Your Time for Maximum Productivity** Nido Qubein Disc: 553 13:21

Do you spend your time on activities, or do you invest your time in results? The key to productivity is focusing on your objectives, not your activities, because it's not what you do that's important, it's what you get done. What you accomplish depends upon how well you use your time. This course will impact your time—management skills by teaching you: Five ways to clarify your objectives; Six proven steps for successful time—management; Two basic sources of time—wasters; and The difference between "important" and "urgent". By clarifying your objectives and eliminating your time—wasters, you will be able to manage your time for maximum productivity.

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**How We Waste Our Time** Harold Taylor Disc: 551 20:00

This course illustrates, in a humorous manner, how we squander our time through ineffective behavior on the job. It depicts dozens of common timewasters and sets the stage for corrective action. It summarizes the eight keys to personal productivity.

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**Managing Priorities In Constantly Changing Times** Odette Pollar Disc: 580 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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**Planning and Scheduling** Harold Taylor Disc: 551 22:44

This course will explain the proper use of a time—planner, emphasizing the importance of scheduling time for projects as well as people. Topics covered: budgeting your time, determining your priorities, the danger of To—Do lists, translating goals into activities, keeping interruptions to a minimum, and stacking activities.

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**Setting Goals and Priorities** Harold Taylor Disc: 551 22:00

This course will familiarize the viewer with the goal—setting process and explain personal goal achievement. After you have goals and priorities set, the course will show you how to plan time for goal achievement. Topics covered: the advantages of goals, what do you want from life, characteristics of goals, making your goals achievable, programming your mind for success, and maintaining balance in your life.

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**Setting Priorities** Brian Tracy Disc: 102 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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**Time Management Skills** Brian Tracy Disc: 564 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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**Urgency and Time Saving Habits** Harold Taylor Disc: 553 19:08

There will always be a certain amount of emergencies. Priorities will constantly change, and there will always be more to do than we have time for. But if we are organized and able to develop time saving habits, we will be able to relieve most of the time pressures. Topics covered: focusing on your goals, keeping your life in perspective, the hurry and wait society, a little pressure is a good thing, time hassles, personality and stress, learning to recognize stress, and haste makes waste.

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**Work Smarter, Not Harder** Harold Taylor Disc: 552 29:50

This course explains the principles of delegation and how to delegate effectively. It also covers other areas, such as managing the telephone, making sure your boss delegates, searching for better ways to do things, and making meetings more effective.

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**Write Things Down**

Harold Taylor

Disc: 552

17:42

This course highlights the importance of making notes in an organized manner rather than relying on memory. It reviews the use of a personal organizer. Topics covered: telephone and visitor's log, delegation record, telephone directory, meeting participant's action sheet, don't rely on your memory, and away from the job.

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**Training****Building A Learning Organization**

Brian Tracy

Disc: 10

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

Disc: 10

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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